• MAIN STREET ROGERS •















RESEARCH AND INSIGHTS REPORT

Prepared for Main Street Rogers September 19, 2011

Presented by:

Mitchell™
COMMUNICATIONS GROUP


Livable
Clean-up
Neighbors
Boutique
Affordable housing
Diverse food
Quality of life
Hotel downtown
Lofts/condos
Special Events
Live music
Historic
Nightlife
NWA location
Water
Renovate
Destination
Grocery store
Convening place
Walking population
Multi-purpose arena
Human scale

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Background and Methodology



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Background

In late 2010, Main Street Rogers (MSR) requested a proposal from Mitchell Communications Group (Mitchell) to conduct a comprehensive research study that would be shared with the MSR leadership. Mitchell's proposal was accepted by MSR and Mitchell began the research study in April 2011. The research was funded through a Walton Family Foundation grant, funds from MSR and from the City of Rogers.

MSR is a non-profit organization aligned with the National Trust for Historic Preservation, which is dedicated to saving historic places and revitalizing America's communities. The vision of MSR is to "**Enrich today, by celebrating yesterday, for a prosperous tomorrow**," and their motto is "**Enhance the soul of the city**." Rogers Historic Downtown is bordered by Locust Street on the north to Cherry Street on the south, and by Arkansas Street on the east to Eighth Street on the west. MSR actively supports 32 city blocks that include both residential and business populations.

Since April 2011, Mitchell has listened. We listened to neighbors, community volunteers, business owners, young professionals, retirees, public and private employees, elected leaders and others. And we read; responses sent online, economic planning documents, strategic plans, survey results and more.

Mitchell used five different forms of research, talking with or contacting 1,254 people to verify data accuracy and accomplish deliverables in the required timeframe.

The results of Mitchell's research will be used to produce a written long-range strategic plan for use by the MSR Economic Restructuring Committee. The strategic plan will guide MSR to make Downtown Rogers an important location in the geographical triangle formed by Rogers, the Pinnacle Promenade shopping and dining district, and Bentonville. In November 2011, the Crystal Bridges Museum of American Art will open in Bentonville. Citizens of Northwest Arkansas and visitors will expect to find sophisticated hospitality, dining, retail and other amenities in the surrounding cities within the region.

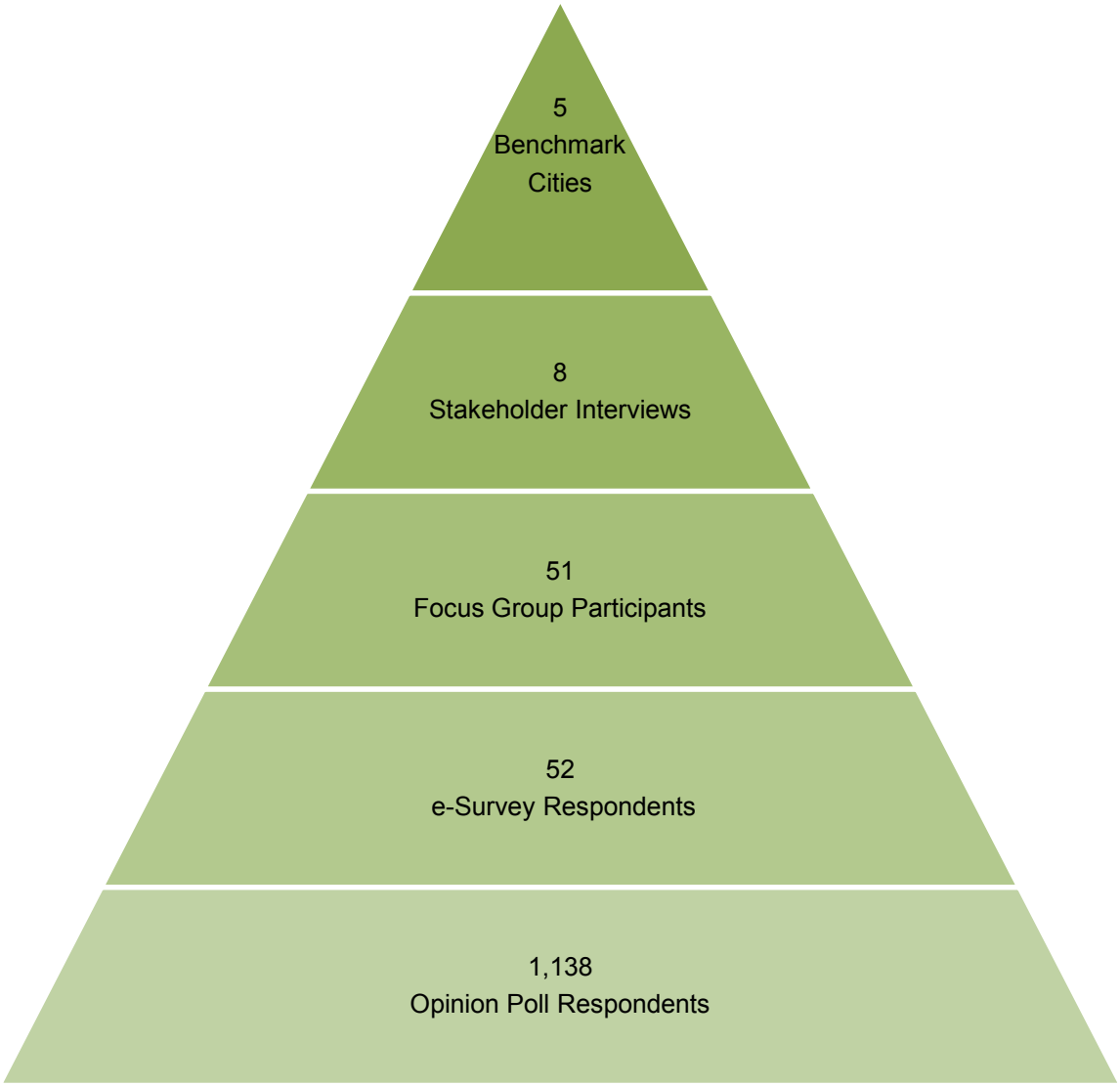


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Methodology

Mitchell conducted five types of research from early May through early August, 2011. Those research methods included:

- Benchmarking;
- In-person informational interviews;
- Facilitated focus groups;
- Electronic survey; and
- Opinion polling.



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1.) Benchmarking

Five communities were suggested by MSR stakeholders because of their proximity to a museum or museums. Benchmarking calls were conducted with revitalization planning leaders in these communities:

- Gulfport, Mississippi;
- Springfield, Missouri;
- Cleveland, Ohio;
- Batesburg-Leesville, South Carolina; and
- Chattanooga, Tennessee.

Three open-ended questions were asked of the key representatives in these cities:

1. How have you revitalized your downtown in the last five years?
2. What were key success factors in your process?
3. Did you ask specific questions of stakeholder interest groups?

The communities were similar in that they developed improvement plans, had significant historic real estate in need of repair and had some disconnected downtown amenities in place. The communities were different in demographics, funding sources, reasons for revitalization and levels of support from local governments, Chambers of Commerce, residents and business owners.

2.) In-Person Informational Interviews

Eight individuals were identified as key stakeholders in the research process. For purposes of confidentiality, these individuals are not personally identified in this report. They are visionary leaders in the areas of economic planning, convention and visitor marketing, community relations, education, and government in Northwest Arkansas.

In-person interviews were conducted with these leaders. Conversations focused on the leaders' current opinions and their visions for Downtown Rogers and the surrounding area.

3.) Facilitated Focus Groups

Six focus groups were held in the Rogers Chamber of Commerce three times a day for two days. Fifty-two individuals participated in the early morning, noon and late afternoon sessions.

During the first part of the focus group, participants were asked to answer demographic questions, questions about their consumer behavior and opinions of Downtown Rogers. The second half of the session was a facilitated discussion using open-ended questions. Responses were captured through audio recording, computer transcription and flip charts.

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4.) Electronic Survey

An electronic survey was sent as a link in the Rogers-Lowell Chamber of Commerce weekly newsletter. The Rogers-Lowell Chamber of Commerce newsletter reaches a great number of people in Rogers and Northwest Arkansas. Participants were asked to answer demographic questions, questions about their consumer behavior and opinions of Downtown Rogers. Fifty-one individuals participated in the survey.

5.) Opinion Polling

Telephonic opinion polling was conducted on two evenings. In Rogers, 1,138 registered voters in zip codes 72756 and 72758 responded, resulting in a 2.9% margin of error.

Respondents were asked two demographic qualifying questions, and location and age were available from the voter file. Respondents were also asked questions about their opinion of Downtown Rogers and potential development opportunities.



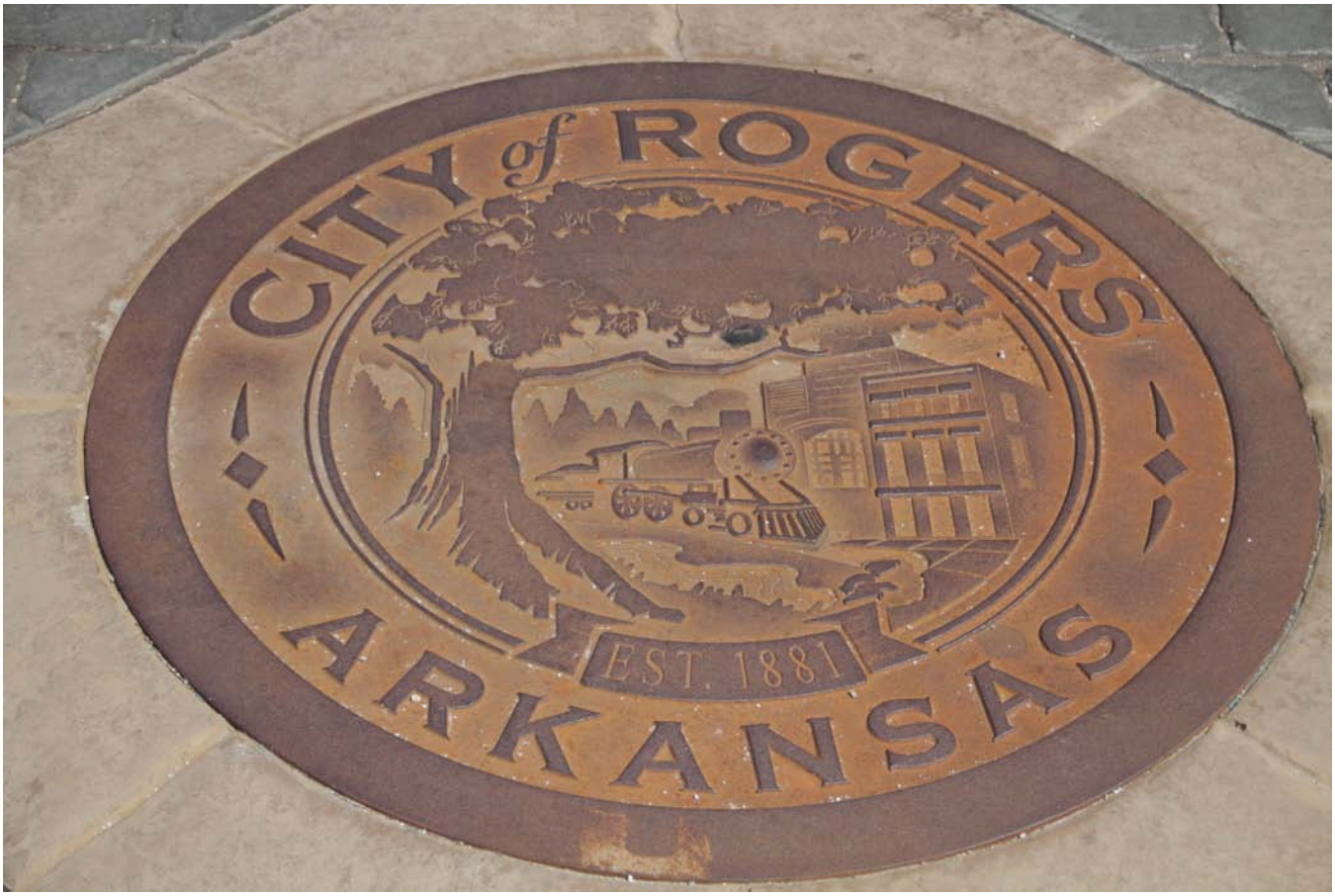






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Executive Summary



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Executive Summary

A number of clear themes emerged throughout the Mitchell research processes for MSR. Many were identified early and others were validated or clarified through surveys, interviews and focus groups.

The goals of the MSR research project were:

1. Gather and synthesize input from community stakeholders in Rogers to determine what would bring residents and visitors to Downtown Rogers for entertainment, shopping, dining and other purposes.

2. Ultimately enable MSR to develop a strategic plan to make Downtown Rogers an integral part of the experience for those visiting Crystal Bridges Museum of American Art in Bentonville, downtown Bentonville and the Pinnacle Promenade in Rogers.

Themes that were consistently mentioned by residents who were surveyed, interviewed or polled included these below with key data points:

- **High interest in visiting downtown for large-scale entertainment venues like a multi-purpose arena and a regional aquarium**
 - 85.6% of the polling respondents were “more likely” to visit Downtown Rogers for these entertainment venues and on average 35.9% were “much more likely”
 - 82.1% were “more likely” to visit a multi-purpose entertainment venue
 - 81.6% were “more likely” to visit a regional aquarium
 - Focus group respondents ranked a large-scale family entertainment venue like an aquarium as the number two priority when asked, “Imagine the best possible Downtown Rogers; what would it look like?”

- **Support for building an upscale, boutique hotel downtown that would encourage new restaurants, nightlife, entertainment and shopping after 5 p.m.**
 - Focus group respondents ranked this as the number one priority when asked, “Imagine the best possible Downtown Rogers; what would it look like?”

- **Widespread enthusiasm for year-round large live music venues**
 - 85.6% of polling respondents were “more likely” to visit downtown for a live music venue that would provide a place in Rogers for prominent acts to play. 41.6% of polling respondents were “much more likely” to visit downtown with a music venue in place.

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- **Awareness of the current Downtown Rogers area is mixed**
 - 55.7% of polling respondents answered with a positive response and 31.8% had a "neutral" opinion indicating that MSR clearly has an opportunity to engage more residents in the redesign of Rogers
 - In Springfield, MO, planners shared that members of "The Network", a professional organization for ages 21-40 (300 members), were invited to fill one spot on each planning committee
 - In Cleveland, OH, planners offered that they identified champions in different areas of the city who became the "faces of change" and used social media to encourage residents to "feel what it would be like" with new developments in Downtown Cleveland

- **Why residents visit Downtown Rogers and their beliefs about visitors' interests**
 - Over three quarters of respondents (76.6%) were "interested" in going downtown, while 23.4% of respondents were "uninterested" in going downtown. However, the intensity of those "interested" in visiting downtown was not very high: 34.3% said they were "somewhat interested" and 25.7% said they were "interested," while only 16.6% of respondents were "very interested" in visiting downtown for entertainment.
 - 66% of focus group participants believe visitors go to Downtown Rogers for special events, restaurants and coffee shops
 - 72.5% of e-survey respondents believe visitors go to Downtown Rogers for special events, restaurants and coffee shops
 - 43% of focus group participants and 60.8% of e-survey respondents prefer locally-owned restaurants

- **Concerns about deliberate, strategic planning that will serve Rogers well today and in the future**
 - Two key Rogers' stakeholders stated that:
 - "Rogers must develop a 'personality' with a focus on rebuilding."
 - "Branding isn't clear; what does Rogers 'own'? What is the feeling? Right now, Rogers seems quaint and historic. If Rogers wants to remain quaint and historic, play to that and look to Eureka Springs as a model. Does Rogers want to be a standalone destination or a regional draw?"

- **Should Rogers try to compete to become a tourist destination or become more livable first**
 - A planner for the City of Springfield, MO shared that in their redevelopment efforts, housing was pushed as a primary reason to revitalize downtown. Initially, Springfield secured rehabilitation/façade loans through HUD in the 1980's.

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Those funds are now small business loans to maintain the renovated historic building stock.

- Three key Rogers stakeholders offered these opinions:
 - "There's a gas station near downtown that sells sandwiches – and their gas is 10¢ more per gallon yet they are always busy. The point is, establish services and retail downtown and people will patronize them."
 - "Rogers is livable and walkable but needs diverse services and amenities to attract young professionals and families and be thought of as hip."
 - "Make perimeter housing affordable for young families; they will walk to shops, schools, dining, entertainment and for family health."

- **Does the current arrangement for selling alcohol in the county impact business in the Rogers area**
 - The response was overwhelming with 70.8% of Rogers residents surveyed "agreeing" that current liquor laws were hampering the city's economic development
 - Intensity was very high with 40.0% of respondents saying that they "very strongly agree" that the dry county status prevented Rogers from bringing in conferences, entertainment and development

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Strategic Recommendations







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Strategic Recommendations

The process of developing these recommendations began with significant research gathered from interviews, multiple focus groups, an online survey and a telephonic opinion poll. These primary research sources garnered over a thousand responses.

The strategic recommendations emphasize “what” needs to be accomplished in a deliberate, strategic approach to revitalizing and growing Downtown Rogers.

This process has identified 11 priority goal areas for Main Street Rogers to pursue in the months and years to come. The goal areas are:

Short-Term (Six Months to One Year)

- **Engage more residents in shaping the future of Downtown Rogers**
 - Invite residents from different cultures, generations and backgrounds to share their many points-of-view in the planning and implementation of revitalizing Downtown Rogers

- **Complete strategic planning and identify a brand that connects emotionally with residents before publicizing big, new ideas**
 - Identify a single word or short phrase as a rallying cry and let local media tell the story through the voices and faces of citizens

- **Connect the vision for MSR to the residents who have a “neutral” opinion of Downtown Rogers**
 - Entice neutrals with campaigns like "What are you missing in Downtown Rogers" and offer discounts that can only be found there



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Mid-Term (One to Three Years)

- **Focus on lifestyle issues downtown before planning tourist attractions; build affordable homes, condos, lofts and service businesses to support downtown residents**
 - Feature current residents' testimonials about "there's no place like home" living in Downtown Rogers. Showcase the home-town feel, historic heritage, affordability and livable qualities.

- **Expand events that cater to young professionals and young families who have the most intense interest in the downtown area**
 - Hold regular coffee shop meetings and ask younger residents to network online with their ideas

- **Implement a comprehensive communications strategy to tell the story**
 - Tell the story through a variety of channels including traditional and social media, Chamber newsletters, business publications, Northwest Arkansas Council publications, online, etc.
 - Develop a dedicated quarterly communication with key influencers in the area explaining status of activities
 - Host influencer luncheons to provide updates



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Long-Term (Three to Five Years)

- **Develop a multi-purpose entertainment venue for sporting events, live music concerts, large conventions, children's events**
 - Tell the story in pictures; families buying tickets together; audience faces at big-name music events; Rogers' high school graduates at the U of A

- **Rebuild or build a new boutique hotel**
 - This might involve removing the Peachtree Hotel and selling bricks with plaques as memory makers

- **Construct a major family attraction that would serve as an "anchor" downtown**
 - The right venue could become a magnet for a bustling downtown with restaurants and shops staying open later and structuring themed events with collaborative marketing funds

- **Mount a campaign to change county liquor laws to improve private business opportunities**
 - Consider this a competitive advantage in attracting new residents, new businesses and visitors; discuss proposed responsible hospitality guidelines with residents

- **Position MSR to be a premier destination in the larger Northwest Arkansas tourism and economic development strategy**
 - Identify Rogers' singular personality and role in the larger metropolitan area



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Summarized Results





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Summarized Results

These findings are top-line results from Mitchell's five-pronged research approach. Detailed information is contained in the Appendices.

Benchmarking Summary Conclusions

The benchmarking conclusions from discussions with five planners included these factors below.

- Define the downtown area
- Complete research and strategic planning before identifying/publicizing "big ideas"
- Listen to stakeholders on the front-end and repeat their ideas and opinions throughout the process for buy-in and continued participation
- Involve Gen X and Y young professionals and students in planning committees
- Identify the great features already present in the community and consider what can be developed in close proximity to complement those venues
- Focus on what must be fixed for any new idea to work
- Select an emotional brand for the rebuilding project
- Put a face or faces on the project as champions
- Choose collaborative partners – founding families, foundations, colleges/universities, interest groups, neighboring communities
- Steal shamelessly and visit as many locations personally as possible
- Use social media to demonstrate "what could be"
- Start with very visible enhancements to demonstrate progress – sidewalks, benches, flowers, lights, improved streets

In-Person Informational Interview Research Trends

The eight key leaders who were interviewed identified these topics.

Livability

- Downtown has lifestyle issues, not tourism. Other areas are going to be tourist attractions. Look at ways to make downtown more livable.
- Brick streets, streetscapes and lights won't make downtown more livable. A grocery store and other services will draw people to live and walk downtown to shop and linger.

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Competitiveness

- Tourism isn't going to be the Rogers draw. Rogers' planners need to look at amenities that are "human scale"[1] (like a water fountain that can be a gathering place) and stop competing
- Rogers shouldn't try to duplicate big tourist style attractions

Code Enforcement

- Empower the mayor and city officials to enforce cleaning up the visual appearance of Rogers. Announce a grace period before enforcing clean-up, citations and fines.
- Change zoning and enforce codes so Rogers is safe and attractive
- Cleaning up cross town pathways will go a long way towards instilling pride

Downtown Boundaries

- Redesign arteries to emphasize where the "Rogers Experience" begins
- Define the boundaries of Downtown Rogers and map that for signage, marketing, etc

Water

- Install a water feature that is on a human scale. This becomes a convening, gathering, lingering place.
- Bentonville has used the splash park/skating rink as a hub where people congregate and then patronize restaurants and shops within walking distance

Retail

- Ask Walmart leadership to test a Walmart Express to service the downtown Rogers community
- Put in a general grocery store so downtown residents can walk to shop, visit and convene

Live Music

- Rogers Little Theater is underused – use it year-round for Pickin' in the Park in cold weather and for other smaller live music concerts
- Turn the former opera house into a small music hall or dinner theatre/comedy club

Housing

- Downtown revitalization should focus on residential; retail and services will emerge for those living in and around downtown
- Make perimeter housing affordable for young families; they want to walk to shop, schools, dining, entertainment and for health
- Build sustainable condos, patio homes and lofts for 20-30 year olds, artists and retirees
- Offer loft space to good artists in exchange for art donated to Rogers

[1] Human scale buildings or attractions are sized so that average people can see, understand and experience them without overwhelming human senses.

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Community

- Real camaraderie is missing between citizens and merchants
- Reflect what the community really wants, not what MSR wants

Facilitated Focus Group Research Trends

The trends that emerged from the focus groups are listed below. Focus group participants prioritized the big ideas that surfaced at the end of their sessions. The asterisks* indicate venues that Mitchell understands are already in the planning stages in or near Rogers, contingent on bond issues or other funding.

- Peachtree Hotel becomes an upscale boutique hotel with unique amenities
- Aquarium or other large-scale family attraction (zoo, IMAX)
- Excursion train to Fayetteville and Bentonville with a train museum at the Rogers depot
- Mixed-use condos/lofts with supporting services (grocery, restaurants, retail); build affordable homes within walking distance of downtown
- Arena (live music, sports, graduations, association meetings)
- Bring alcohol control laws to a vote
- More and diverse downtown restaurants
- Lake Atalanta becomes a resort like Kellerman's in NY or Mountain Lake in VA
- Nightlife and more upscale, diverse shopping
- Water* and amusement park
- Raze and re-tool Lake Atalanta*
- Riverwalk – create water venue downtown (canal, stream, river)
- Discovery Center/Children's Museum*
- Botanical Gardens
- Art District
- Downtown trolley
- Expand museums and offer guided tours
- Old opera house becomes live music venue

Electronic Survey Research Trends

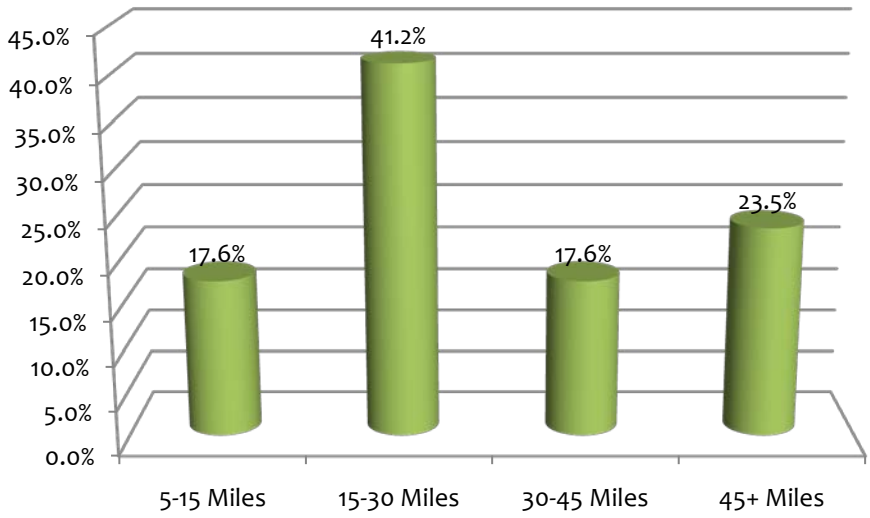
These overall trends emerged from the electronic responses.

- Rogers greatest asset is its location in Northwest Arkansas
- Visitors are attracted to Downtown Rogers for special events (Frisco Festival, Farmers Market, Twilight Walks, Pickin' in the Park)

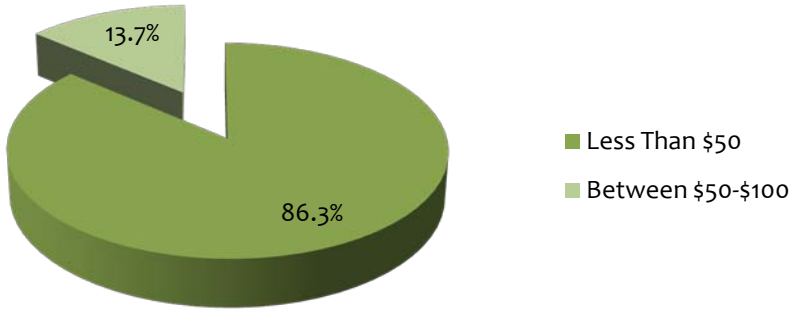
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- The Chamber of Commerce newsletter is the primary source of information about Downtown Rogers
- Survey participants would be willing to travel 15-30 miles for entertainment and dining
- Survey participants spend less than $50 on an average trip to Downtown Rogers businesses

Number of Miles Respondents Were Willing to Travel for Entertainment & Dining



Average Amount of Money Spent on Trips to Downtown Rogers Businesses

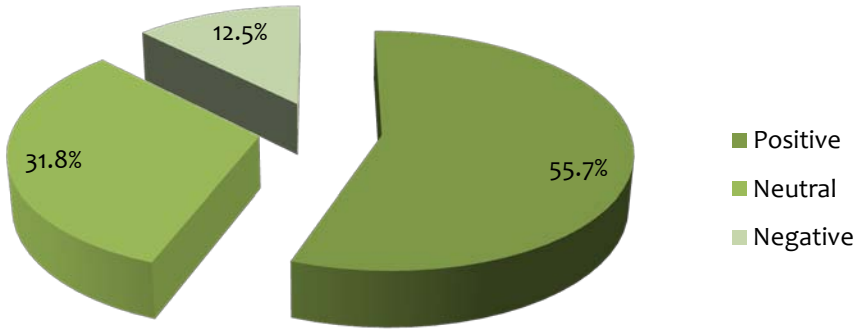


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Opinion Polling

In order to establish a baseline on residents' opinions about Downtown Rogers, respondents were prompted to rate their opinion on the downtown area without being given any information.

- While 55.7% of respondents answered with a positive response, 31.8% of respondents had a "neutral" opinion

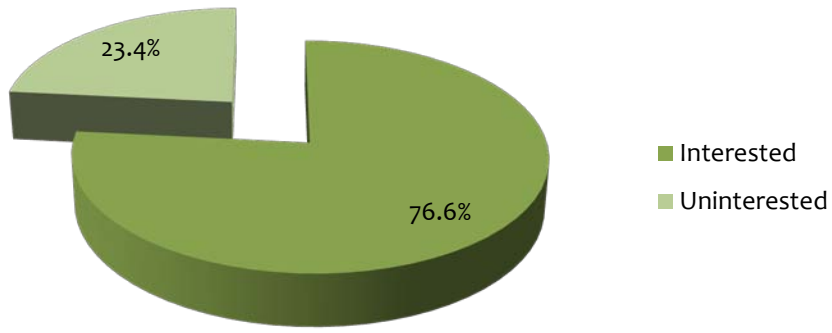


Secondly, respondents were informed of amenities and special events currently available in Downtown Rogers and asked to gauge their interest in visiting the area for entertainment.

- Over three quarters of respondents (76.6%) were "interested" in going downtown, while 23.4% of respondents were "uninterested" in going downtown. However, the intensity of those "interested" in visiting downtown was not very high: 34.3% said they were "somewhat interested" and 25.7% said they were "interested," while only 16.6% of respondents were "very interested" in visiting downtown for entertainment.
 - Currently, females (77.4%) are generally more interested in visiting downtown than males (75.4%)
 - Currently, residents under 40 (79.6%) are generally more interested in visiting downtown than older residents (75.8%)

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Baseline Interest in Visiting Downtown Rogers for Entertainment



Respondents were then asked about two potential human scale projects and if those projects would make them more likely to visit downtown for entertainment.

- The two human scale projects tested on average were 75.1% “more likely” to draw Rogers residents downtown
 - 85.6% of respondents said that they would be “more likely” to visit downtown with the addition of a live music venue that could support well-known entertainers and give them a place to play in Rogers. Intensity was very high, with 41.6% of respondents being “much more likely” to visit downtown with a music venue in place.
 - 64.5% of respondents said that they would be “more likely” to visit downtown if a water feature were placed in the area. Intensity was relatively low with only 22.7% being “much more likely” to visit.

Two large scale projects were also tested and respondents were asked if these larger scale projects would make them more likely to visit the downtown area.

- The two large scale projects tested were, on average, 81.9% “more likely” to draw Rogers’ residents downtown
 - 82.1% of respondents said they would be “more likely” to visit downtown if a “Multi-Purpose Entertainment Venue” were in place. Intensity was high with 36.2% being “much more likely” to visit.
 - 81.6% of respondents said they would be “more likely” to visit downtown if a “Regional Aquarium” were in place. Intensity was high with 35.5% being “much more likely” to visit.

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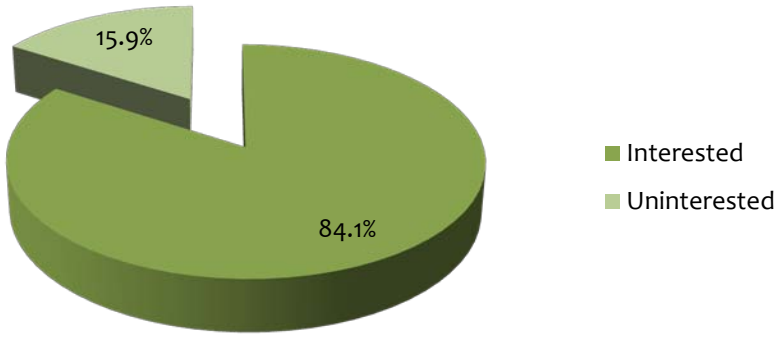
Through the course of research, a number of stakeholders and members of the general public mentioned that the current arrangement for selling alcohol in the county could be interfering with investment that might otherwise allow business to spring up in the downtown area. Given that information, respondents were asked to agree or disagree that current liquor laws were preventing Rogers from attracting conferences, entertainment, and the development of new eating and drinking establishments.

- The response was overwhelming with 70.8% of Rogers residents surveyed agreeing that current liquor laws were hampering the city's economic development
 - Intensity was very high with 40.0% of respondents saying that they "very strongly agree" that the dry county prevented Rogers from bringing in conferences, entertainment and development
 - Females were less likely to "agree" that liquor laws were a problem with 69.5% "agreeing" that the laws were a problem in comparison to 72.5% of men "agreeing." Male intensity was higher with 44.2% of men "very strongly agreeing" as opposed to 36.9% of females.
 - Those under 40 years of age "agreed" by 73.6% that the liquor laws are hampering development. Intensity is high with 48.6% of those under 40 "very strongly agreeing."

Respondents were asked to rate their interest in visiting downtown if one of the four human-scale or large-scale projects were to be built. The question was compared against the baseline interest in visiting.

- When asked if they would be interested in visiting downtown with an attraction, 84.1% of respondents were "interested" in visiting.

Tested Interest in Visiting Downtown Rogers for Entertainment



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- Intensity was high, with 39.9% being “very interested” in visiting downtown
- The most intense interest jumped from just over 15% at the baseline to nearly 40% with an attraction being in place
- 23.1% of respondents were in the middle intensity bracket saying that they would be “interested” in visiting downtown

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Demographics



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Demographics

Total Population

According to the 2005-2009 American Community Survey 5-Year Estimates conducted by the U.S. Census Bureau, the city of Rogers had a total population of **54,405**. Those Rogers citizens were almost evenly divided between males and females with 27,201 males and 27,204 females.

The Age of Rogers Residents

The age breakdown of Rogers' population provides interesting insight into the residents of the city:

Children Living In Rogers

32.5% of the residents of Rogers are under the age of 20 and aged appropriately to be living at home with their parents.

Young People Living In Rogers

20.9% of the residents of Rogers are young people between the ages of 20 and 34

- 6.3% of the residents of Rogers are between the ages of 20 and 24, potentially completing education and beginning careers
- 14.6% of the residents of Rogers are between the ages of 25 and 34, presumably young professionals and possibly parents

Middle-Aged People Living In Rogers

28.7% of the residents of Rogers are between the ages of 35 and 54

- 15.7% of the residents of Rogers are between 35 and 44
- 13.0% of the residents of Rogers are between 45 and 54

Older People Living In Rogers

17.8% of the residents of Rogers are 55 or older

- 8.1% of the residents of Rogers are between 55 and 64
- 9.7% of the residents of Rogers are 65 years old or older

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Key Insights from Rogers' Age Statistics

Rogers is a town overwhelmingly made up of middle-aged adults and their children as 82.1% of the residents of Rogers are under the age of 54. The median age of Rogers' residents is 32.8 years old.

Rogers is home to very few young people not yet established in a career, with only 6.3% of its population between the ages of 20 and 24.

The largest group of residents in Rogers is mid to senior level professionals with 43.3% of the population between the ages of 25 and 54.

Racial Breakdown of Rogers

Rogers is overwhelmingly Caucasian with 67% of residents being white alone.

Rogers' largest minority is Hispanic and Latino compromising 27.4% of the city's residents

- 19.6% of Rogers' residents are Hispanic of Mexican descent
- 7.3% of Rogers' residents are Hispanic of some descent other than Mexican, Puerto Rican, or Cuban
- 0.4% of Rogers' residents are Hispanic of Puerto Rican descent
- 0.2% of Rogers' residents are Hispanic of Cuban descent

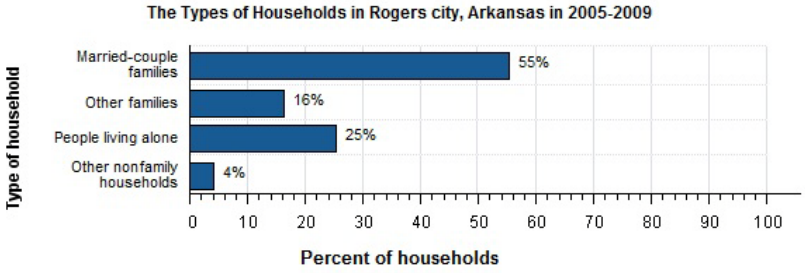
Asian Americans total 2.6% of Rogers' population. African Americans total 0.8% of Rogers' population. The remainder of the population is comprised of people descended from more than one race.

Families in Rogers

Between 2005 and 2009, there were 19,000 households in Rogers. The average size of those households was 2.9 people. 71% of households in the city of Rogers were composed of a family.

- A majority of the residents of Rogers, 55%, live in the household of a married couple
- People living in other family household situations account for 16% of the city's population
- 25% of Rogers' residents are people living alone
- 4% of Rogers' residents live in households where no one is related

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Source: American Community Survey, 2005-2009

Family Income in Rogers

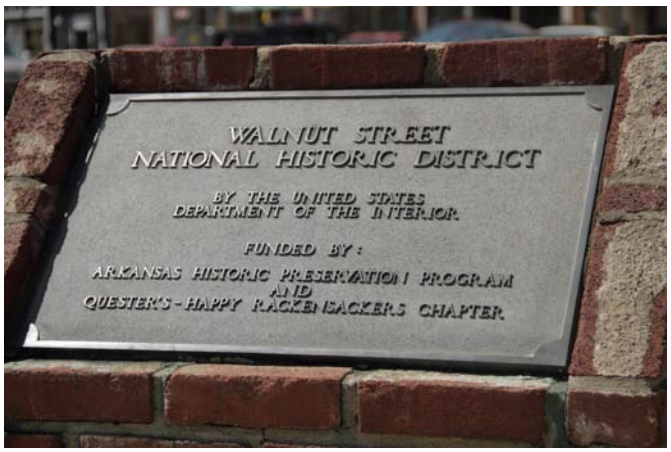
The median income for Rogers' families is $57,550, well above the Arkansas median family income of $37,888.

- 56.1% of Rogers' families make over $50,000
- The largest family income group in the city of Rogers make between $50,000 and $74,999 (17.1%)
- 28% of Rogers' families make below $35,000









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Appendices

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Appendix A

Benchmarking Results: *Main Street Rogers Project*
Final: May 12, 2011

Benchmarking calls were conducted with revitalization planning leaders in these communities:

- Gulfport, MS
- Springfield, MO
- Cleveland, OH
- Batesburg-Leesville, SC
- Chattanooga, TN

Three open-ended questions were asked of the representatives in these communities:

1. How have you revitalized your downtown in the last five years?
2. What were key success factors in your process?
3. Did you ask specific questions of stakeholder interest groups?

Research Summaries

Gulfport, MS

As of the 2010 census, 70,055 residents were located in Gulfport, the second largest city in Mississippi. Devastated by Hurricane Katrina in August 2005, Gulfport's rebuilding efforts were the first revitalization in 35 years and were framed by charrettes.

Gulfport had no functioning "downtown" as founding families owned many of the uninsured, historic buildings. Third and fourth generation families had little interest in costly historic renovations. Downtown had no trees, sidewalks, lights or benches.

Gulfport chose "Decide" as their theme for rebuilding. As of 2010, Gulfport's downtown has been rebuilt into a dining and nightlife destination with a sophisticated streetscape. Many of the 80 historic downtown building facades are still being restored to their 1900's condition.

The key success factors in Gulfport's rebirth included:

- Main Street Gulfport is part of local government
- Mayor involved many viewpoints on the front end to make decisions
- Interest groups were initially led by "insiders"
- Business and building owners were asked
 - What's keeping you from redeveloping?
 - What are the barriers?
- Gulfport identified infrastructure, traffic and parking as key obstacles

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- Marketing the beach and downtown as a complete destination
- Lynn Meadows Children's Discovery Center (opened in 1998) has been rebuilt and expanded

Springfield, MO

As of the 2010 census, 159,498 residents were located in Springfield, the third largest city in Missouri. Springfield, like many other cities, has been pursuing objectives from their Vision 2020 planning process.

Springfield chose "Visioning Challenge" as its initial revitalization theme and borrowed this quote as the tag line: "Tis a privilege to live in the Ozarks". Through support of the business community, public sector, City of Springfield and Chamber of Commerce, these venues were renovated or added:

- Renovated historic buildings through HUD funds for housing (lofts)
- Drury University renovated some buildings for classrooms and leased office space
- Attracted upscale restaurants close to the Landers Little Theater downtown
- An arena and stadium were built by university and private investors
- Attracted a Bistro Market with Starbucks inside a Price Cutter store
- Attracted a Hollywood Cinema
- Attracted a coffee shop and women's fashion store downtown

The key success factors in Springfield's rebirth included:

- Initially secured rehabilitation/facade loans through HUD in the 1980's; those are now small business loans to maintain the renovated historic building stock
- Pushed housing as a primary reason to revitalize downtown
- Identified historic Walnut Street, downtown Center City and Commercial Street as target areas for improvement
- Formed Urban District Alliance and Community Improvement District groups first to plan strategy and use enhanced funds to improve streetscapes
- Members of "The Network", a professional organization for ages 21-40 (300 members), were invited to fill one spot on each planning committee
- Implemented responsible hospitality guidelines for restaurants and bars

During the listening tours, these questions were asked of neighbors, community volunteers, students, business owners, young professionals, retirees, public and private employees, and elected officials:

1. What do you value most about Springfield?
2. What would you most like to change about Springfield?
3. What is your vision for Springfield in 2030?

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4. How can you help us get there?

38 listening tours were conducted with 10-100 participants; 1,400 responses were tallied. An online survey was sent and 271 responses were recorded. 185 students K-12 were surveyed.

Springfield sought to collect information from as many people as possible. Three large themes were identified and were consistent with other research:

- Small-town feel with big-city opportunities
- Improve transportation
- Community-Commerce-Cultural

Significantly, Springfielders rallied around returning to a safer, cleaner, friendly downtown with a large variety of venues.

Cleveland, OH

As of the 2010 census, 396,815 residents were located in Cleveland, the second largest city in Ohio. Cleveland chose "Positively Cleveland" as its theme for revitalization.

During the 1990's, Cleveland's NFL, NBA and MLB sports teams notified the city that they would move unless new facilities could be built. This led to a community effort to build a convention center/arena and revitalize the downtown area with these venues:

- New convention center/arena which also serves as a community Medical Mart
- New casino; the state constitution was revised
- New aquarium became a community driver, replaced a defunct 50 year old facility
- Renovated Rock & Roll Hall of Fame museum
- Renovated Great Lakes museum

The key success factors in Cleveland's rebirth included:

- Mayor championed short, emotional pitch "History-Colors-Name" to save teams
- Identified champions in different areas of the city; became "faces" of change
- Helped stakeholders believe ideas were theirs and gave credit
- Asked questions about the larger Great Lakes environment related to the aquarium
- Used social media to "feel what it would be like" with new amenities
- Responded quickly and factually to negative criticism

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Batesburg-Leesville, SC

As of the 2010 census, 5,653 residents were located in Batesburg-Leesville, the 80th ranked city by population in South Carolina. In 1992, Batesburg-Leesville became combined twin cities.

Ten years ago, Belk and Moore (big box store) left Batesburg. Many small mom and pop businesses are still in operation.

Similar to Gulfport, MS, Batesburg had no functioning "downtown" as founding families owned many of the uninsured, historic buildings with very large square footage. Third and fourth generation families had little interest in costly historic renovations on buildings dating to the mid 1800's and early 1900's. Many of these property owners do not live in Batesville.

Downtown had no trees, sidewalks or benches.

In 2006, a community Revitalization Committee was formed to raise private funds and begin volunteer restoration work. Batesville chose "Bates for Goodness Sake" as its revitalization theme.

Through the efforts of volunteers, these things were accomplished:

- Two historic buildings were restored and upstairs apartments were rented
- The volunteer committee offered a "Good-Better-Best" restoration proposal to other building owners. All labor was to be donated and funds would be required only for materials. Most building owners declined, citing that the community should apply for grants to restore downtown.
- The committee partnered with the city to build streetscapes with donated dirt, sod and trees. Benches were purchased and installed.
- Property owners donated 50% and the city provided 50% of the funding to top coat badly deteriorated main streets

There are plans to construct a promenade along the thoroughfare between the Batesburg and Leesville districts to solidify the combined town. The Revitalization Committee is working with a Main Street consultant to rewrite their 501(c) application which was initially rejected. Batesville faces these challenges in their revitalization plans:

- Apathy from residents and business owners who believe "someone else should fund this" if it does not benefit them or their businesses personally
- Lack of support from city government
- Lack of formal strategy; grass roots' efforts have been "just do it"
- No engagement with residents in their 20's and 30's; they want changes now but don't want to commit time or money
- Leesville has traditionally been the location for activities and events

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Chattanooga, TN

As of the 2010 census, 170,880 residents were located in Chattanooga, the fourth largest city in Tennessee. During the 1960's, Chattanooga was lampooned by Walter Cronkite as the "city with the dirtiest air in the United States." In the 1970's, residents were afraid to go downtown at night.

Chattanooga chose "Reconnect to the River" as its initial revitalization theme. Through support of the business community, public sector and Chamber of Commerce, these venues were renovated or added:

- Renovating the riverfront area
- Connecting the arts district by a new bridge
- Rebuilding the oldest walking bridge over the river; becoming a walking destination
- Building a children's Creative Discovery museum
- Building two aquariums
- Building a baseball stadium overlooking the riverfront
- Connecting the arts district and museums by a new bridge

The key success factors in Chattanooga's rebirth included:

- In the early years, meetings were announced and held with stakeholders at restaurants every afternoon
- Widely publicized broad community charrettes that intentionally captured all input word-for-word. Input was assembled into a bulleted interpretation and referred to consistently in meetings and in the comprehensive planning document.
- Stealing shamelessly – in 2008, 100 community and civic leaders went to the Granville, SC BMW plant and immersed themselves in research tracks for three days. This was preparation for bidding on the VW assembly plant that brought approximately 1,500 jobs to Chattanooga.
- Community and civic leaders traveled to many inner-city communities
- Mayor is key driver; he is an economic development planner by trade

In 2009, Chattanooga chose "Chattanooga Stand" as its new theme and began a community visioning project to identify the challenges and opportunities in the Chattanooga region. 26,000 residents were asked these questions:

1. What do you like about the Chattanooga region?
2. Imagine the best possible Chattanooga region. Describe it.
3. What challenges must be addressed?
4. What actions, big or small, can you take to help?

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More than 300,000 individual responses were entered into a database and analyzed. Stand sought to collect information from as many people as possible. Three large themes were identified and were consistent with other research:

- Natural environment
- Place
- People

Significantly, Chattanoogans value their transformed Downtown and want to build upon the success of Downtown.

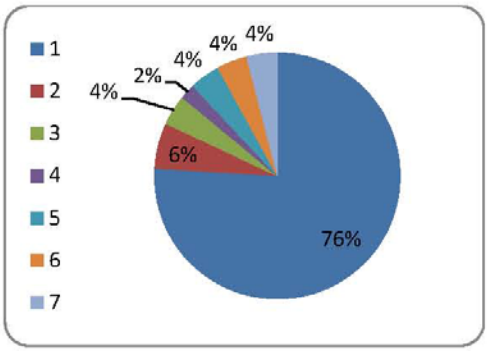
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Appendix B

Focus Group Results: *Main Street Rogers Project*
Final: June 30, 2011

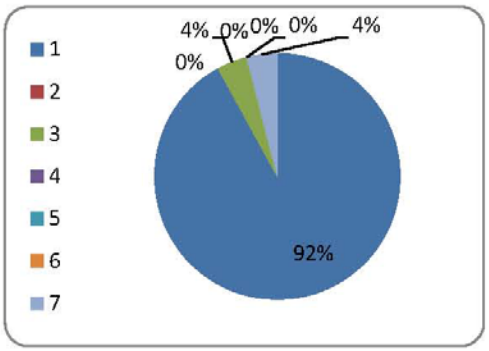
1) In which community do you live?

Responses (Percent)	(Count)	Answer Options
76.00%	38	1) Rogers
6.00%	3	2) Lowell
4.00%	2	3) Bentonville
2.00%	1	4) Springdale
4.00%	2	5) Fayetteville
4.00%	2	6) Bella Vista
4.00%	2	7) Other
Totals 100.00%		



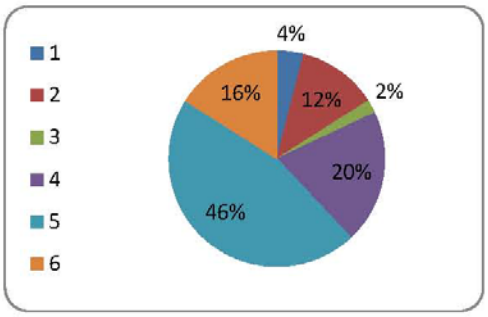
2) In which community do you work?

Responses (Percent)	(Count)	Answer Options
92.00%	46	1) Rogers
0.00%	0	2) Lowell
4.00%	2	3) Bentonville
0.00%	0	4) Springdale
0.00%	0	5) Fayetteville
0.00%	0	6) Bella Vista
4.00%	2	7) Other
Totals 100.00%		



3) How long have you lived in Northwest Arkansas?

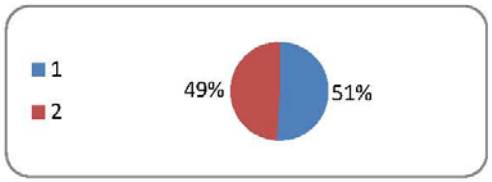
Responses (Percent)	(Count)	Answer Options
4.00%	2	1) Less than a year
12.00%	6	2) 1-4 years
2.00%	1	3) 5 years
20.00%	10	4) 6-10 years
46.00%	23	5) 10+ years
16.00%	8	6) All my life
Totals 100.00%		



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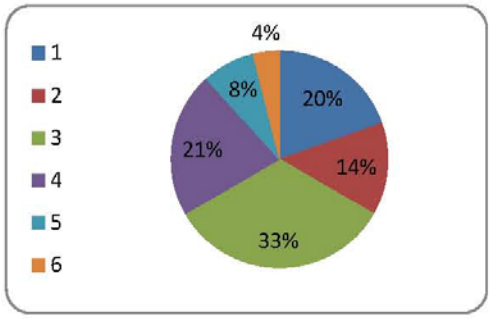
4) Are you:

Responses (Percent)	(Count)	Answer Options
51.00%	26	1) Male
49.00%	25	2) Female
Totals 100.00%		



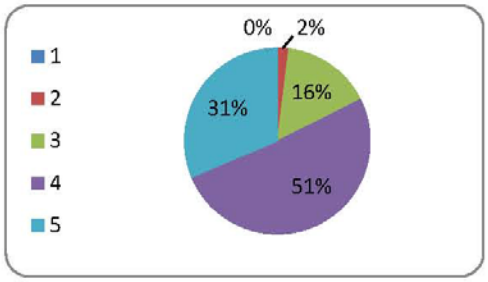
5) What is your age range?

Responses (Percent)	(Count)	Answer Options
20.00%	10	1) 20's
14.00%	7	2) 30's
33.00%	17	3) 40's
21.00%	11	4) 50's
8.00%	4	5) 60's
4.00%	2	6) 70+
Totals 100.00%		



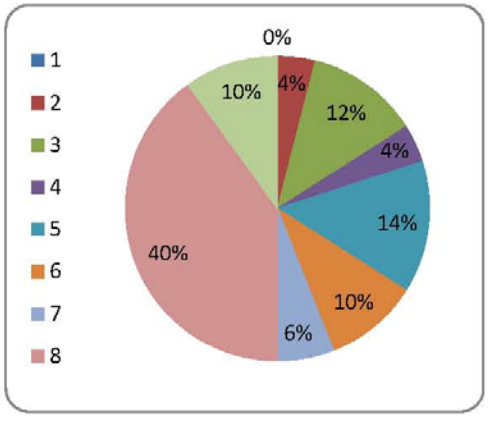
6) What is your completed education level?

Responses (Percent)	(Count)	Answer Options
0.00%	0	1) Less than high school
2.00%	1	2) High school diploma/GED
16.00%	8	3) Some college
51.00%	26	4) College graduate
31.00%	16	5) Advanced
Totals 100.00%		



7) What is your family's annual income?

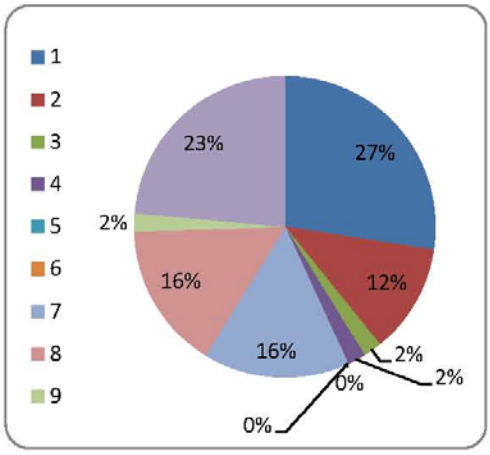
Responses (Percent)	(Count)	Answer Options
0.00%	0	1) $21,000-$30,000
4.00%	2	2) $31,000-$40,000
12.00%	6	3) $41,000-$50,000
4.00%	2	4) $51,000-$60,000
14.00%	7	5) $61,000-$70,000
10.00%	5	6) $71,000-$80,000
6.00%	3	7) $81,000-$90,000
40.00%	20	8) Over $100,000
10.00%	5	9) Prefer not to answer
Totals 100.00%		



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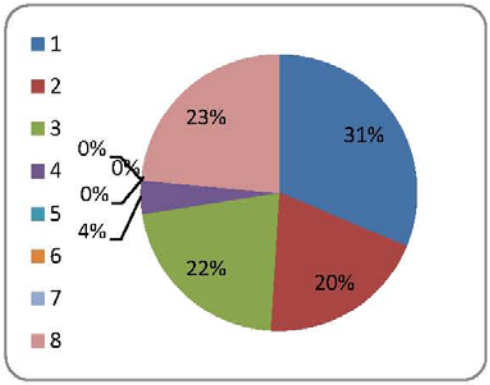
8) In what industry do you work?

Responses (Percent)	(Count)	Answer Options
27.00%	14	1) Professional
12.00%	6	2) Sales
2.00%	1	3) Education
2.00%	1	4) Information Technology
0.00%	0	5) Manual Labor
0.00%	0	6) Agriculture
16.00%	8	7) Hospitality/Service
16.00%	8	8) Retail
2.00%	1	9) I don't work/I am retired
23.00%	12	10) Other
Totals 100.00%		



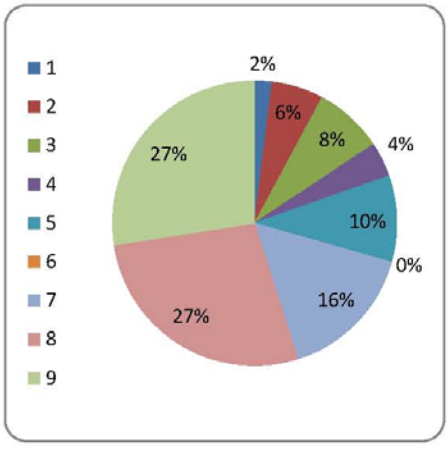
9) If you have children, how many live with you?

Responses (Percent)	(Count)	Answer Options
31.00%	16	1) 0
20.00%	10	2) 1
22.00%	11	3) 2
4.00%	2	4) 3
0.00%	0	5) 4
0.00%	0	6) 5
0.00%	0	7) 6+
23.00%	12	8) Not applicable
Totals 100.00%		



10) Where do you most often take your children to play?

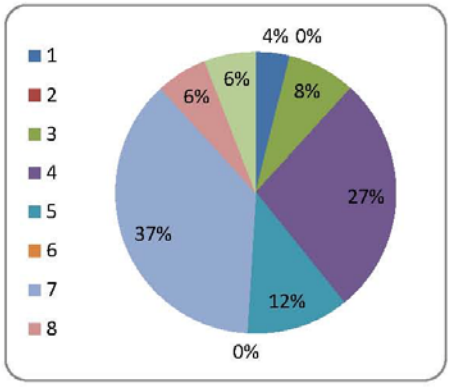
Responses (Percent)	(Count)	Answer Options
2.00%	1	1) Neighborhood park
6.00%	3	2) Nearby lake
8.00%	4	3) School sports' fields/basketball courts
4.00%	2	4) Soccer or baseball fields
10.00%	5	5) Amusements or sports for a fee
0.00%	0	6) Neighbors' yards
16.00%	8	7) Your own yard
		8) I do not have any children
27.00%	14	who are the age to play
27.00%	14	9) I do not have children
Totals 100.00%		



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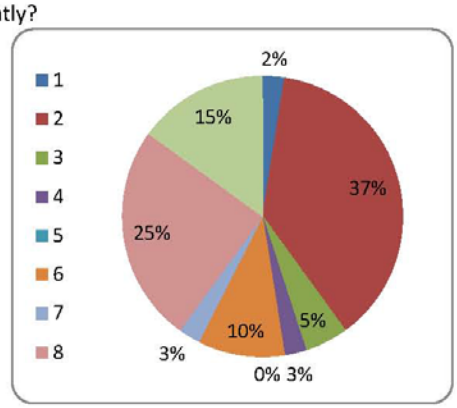
11) What type of restaurants do you and/or your family enjoy most?

Responses (Percent)	(Count)	Answer Options
4.00%	2	1) Drive-through
0.00%	0	2) Buffet
8.00%	4	3) Chain dine-in family style
27.00%	14	4) Chain dine-in individual orders
12.00%	6	5) Chain dine-in upscale
0.00%	0	6) Locally-owned dine-in family style
37.00%	19	7) Locally-owned dine-in individual orders
6.00%	3	8) Locally-owned dine-in upscale
6.00%	3	9) I don't eat out often
Totals 100.00%		



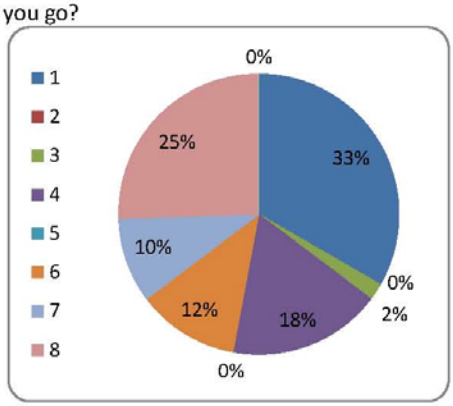
12) If you or your family go to art-related venues, where do you go most frequently?

Responses (Percent)	(Count)	Answer Options
2.00%	1	1) Arend Arts Center
37.00%	15	2) Walton Arts Center
5.00%	2	3) University of Arkansas
3.00%	1	4) Northwest Arkansas Community College
0.00%	0	5) Bella Vista
10.00%	4	6) Eureka Springs
3.00%	1	7) Local church or synagogue
25.00%	10	8) Other
15.00%	6	9) I do not take my family to art-related venues
Totals 100.00%		



13) If you or your family go to educational venues (not including K-12), where do you go?

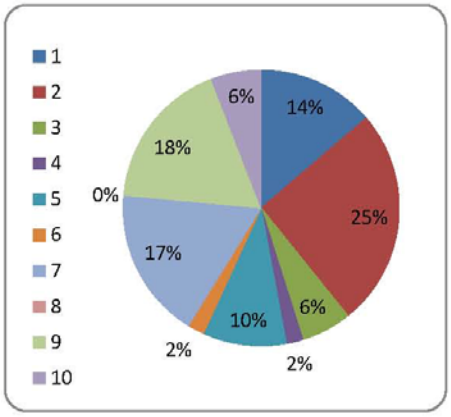
Responses (Percent)	(Count)	Answer Options
33.00%	17	1) University or community college
0.00%	0	2) Arend Arts Center
2.00%	1	3) Walton Arts Center
18.00%	9	4) Hammons Convention Center
0.00%	0	5) Springdale Convention Center
12.00%	6	6) Local church or synagogue
10.00%	5	7) Other
25.00%	13	8) I do not take my family to educational venues
0.00%	0	9) I do not have a family
Totals 100.00%		



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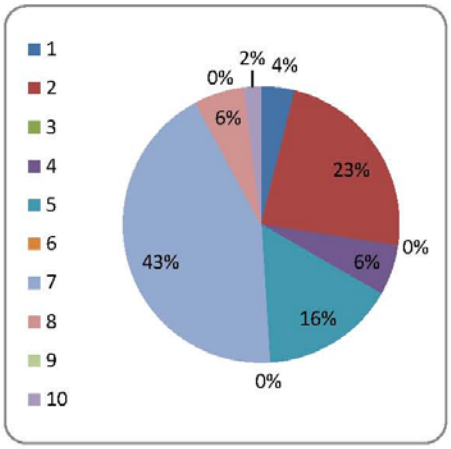
14) What is Rogers' greatest single asset?

Responses (Percent)	(Count)	Answer Options
14.00%	7	1) Downtown
25.00%	13	2) Promenade Shopping Center
6.00%	3	3) Restaurants
2.00%	1	4) Hotels
10.00%	5	5) Small-town feel
2.00%	1	6) Lake Atalanta
17.00%	9	7) Standard of living
0.00%	0	8) Aiport proximity
18.00%	9	9) Location in Northwest Arkansas
6.00%	3	10) Other
Totals	100.00%	



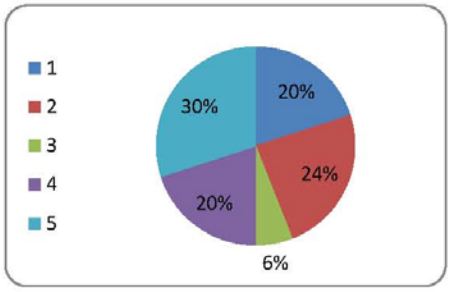
15) What primarily attracts visitors to downtown Rogers now?

Responses (Percent)	(Count)	Answer Options
4.00%	2	1) Shopping
23.00%	12	2) Restaurants and coffee shops
0.00%	0	3) Museums
6.00%	3	4) Historic buildings
16.00%	8	5) Businesses
0.00%	0	6) Churches
43.00%	22	7) Special events (Frisco Festival, Farmers Market, Friday concerts)
6.00%	3	8) Theater performances
0.00%	0	9) Walking accessibility
2.00%	1	10) Other
Totals	100.00%	



16) Which best describes how often you visit downtown for leisure?

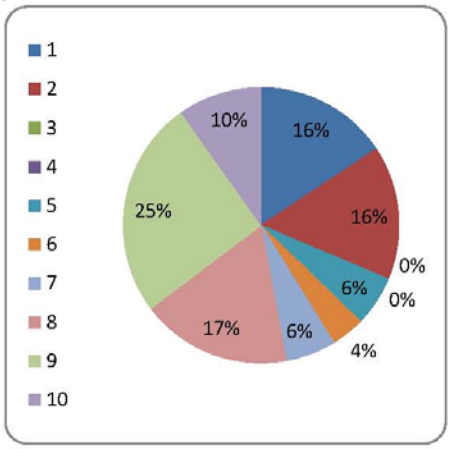
Responses (Percent)	(Count)	Answer Options
20.00%	10	1) Daily
24.00%	12	2) Weekly
6.00%	3	3) Weekends only
20.00%	10	4) Monthly
30.00%	15	5) Special events (Frisco Festival, Farmers Market, Friday concerts)
Totals	100.00%	



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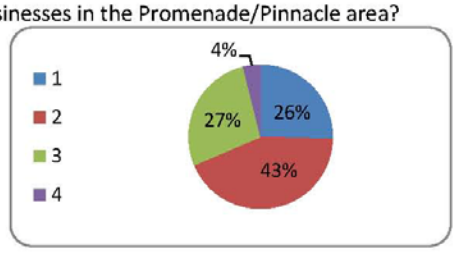
17) What primary source do you rely on for information about downtown Rogers?

Responses (Percent)	(Count)	Answer Options
16.00%	8	1) Downtown Happenings Newsletter
16.00%	8	2) Newspapers
0.00%	0	3) TV
0.00%	0	4) Radio
6.00%	3	5) Social media
4.00%	2	6) Websites
6.00%	3	7) Posters/brochures in local shops, hotels and restaurants
17.00%	9	8) Chamber of Commerce
25.00%	13	9) Word-of-mouth
10.00%	5	10) Other
Totals 100.00%		



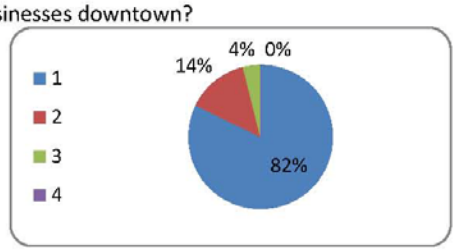
18) How much money do you spend on your average shopping trip to Rogers businesses in the Promenade/Pinnacle area?

Responses (Percent)	(Count)	Answer Options
26.00%	13	1) Less than $50
43.00%	22	2) Between $50 - $100
27.00%	14	3) Between $101 - $200
4.00%	2	4) Over $200
Totals 100.00%		



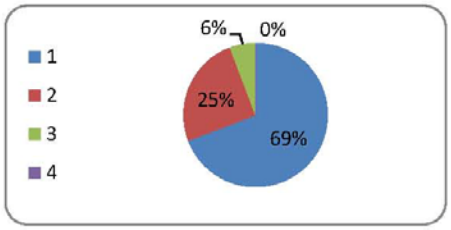
19) How much money do you spend on your average trip or outing to Rogers businesses downtown?

Responses (Percent)	(Count)	Answer Options
82.00%	42	1) Less than $50
14.00%	7	2) Between $50 - $100
4.00%	2	3) Between $101 - $200
0.00%	0	4) Over $200
Totals 100.00%		



20) How far do you currently travel for entertainment/dining?

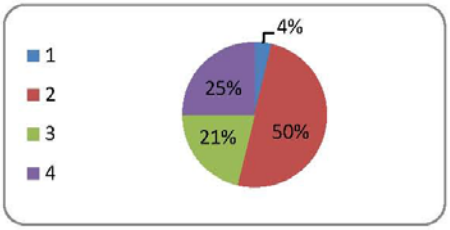
Responses (Percent)	(Count)	Answer Options
69.00%	36	1) 5-15 miles
25.00%	13	2) 15-30 miles
6.00%	3	3) 30-45 miles
0.00%	0	4) 45+ miles
Totals 100.00%		



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21) How far would you be willing to travel for entertainment/dining?

Responses (Percent)	(Count)	Answer Options
4.00%	2	1) 5-15 miles
50.00%	26	2) 15-30 miles
21.00%	11	3) 30-45 miles
25.00%	13	4) 45+ miles
Totals 100.00%		



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Appendix C

Electronic Survey Results: *Main Street Rogers Project*
Final: July 15, 2011

Main Street Rogers e-Survey

SurveyMonkey

In which community do you live?

	Response Percent	Response Count
Rogers	**68.6%**	**35**
Lowell	2.0%	1
Bentonville	3.9%	2
Springdale	3.9%	2
Fayetteville	7.8%	4
Bella Vista	5.9%	3
Other	7.8%	4
Comments:		3
answered question		**51**

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Main Street Rogers e-Survey

SurveyMonkey

In which community do you work?

	Response Percent	Response Count
Rogers	**54.9%**	**28**
Lowell	5.9%	3
Bentonville	11.8%	6
Springdale	9.8%	5
Fayetteville	3.9%	2
Bella Vista	0.0%	0
Other	13.7%	7
	Comments:	10
	answered question	**51**
	skipped question	**0**

Comments:

1	All of NWA	Jul 12, 2011 11:24 AM
2	All of the above	Jul 11, 2011 6:35 PM
3	business address is in Bentonville, but we serve all Northwest Arkansas	Jul 11, 2011 1:18 PM
4	Pinnacle Country Club	Jul 11, 2011 11:53 AM
5	All of the above - self employed / work from home and part-time in an office in Bentonville	Jul 11, 2011 11:47 AM
6	I work in all NWA communities	Jul 11, 2011 11:34 AM
7	Because of my Employment I am in all of the communities throughout the work day and year	Jul 7, 2011 12:21 PM
8	All of the above.	Jul 7, 2011 10:20 AM
9	Eureka Springs	Jul 7, 2011 10:09 AM
10	Not by choice. My job moved to Lowell in 2008. I would have preferred to remain in my office in Downtown Rogers.	Jul 7, 2011 9:22 AM

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SurveyMonkey

How long have you lived in Northwest Arkansas?

	Response Percent	Response Count
Less than a year	3.9%	2
1-4 years	17.6%	9
5 years	2.0%	1
6-10 years	9.8%	5
10+ years	**54.9%**	**28**
All my life	11.8%	6
	Comments:	4
	answered question	**51**
	skipped question	**0**

Comments:

1	Lived here since 1969	Jul 11, 2011 1:39 PM
2	19 years	Jul 11, 2011 11:53 AM
3	Lived in the Washington, DC area for a couple years, but my family and my roots were still here.	Jul 11, 2011 11:44 AM
4	moved here from CO in 1980, moved to Little Rock in 1987, then moved back in1996. I consider myself a native.	Jul 7, 2011 9:22 AM

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Main Street Rogers e-Survey

SurveyMonkey

Are you:

	Response Percent	Response Count
Male	25.5%	13
Female	**74.5%**	**38**
	Comments:	0
	answered question	**51**
	skipped question	**0**

What is your age range?

	Response Percent	Response Count
20's	7.8%	4
30's	15.7%	8
40's	27.5%	14
50's	**29.4%**	**15**
60's	11.8%	6
70+	7.8%	4
	Comments:	0
	answered question	**51**
	skipped question	**0**

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Main Street Rogers e-Survey

SurveyMonkey

What is your completed education level?

		Response Percent	Response Count
Less than high school		0.0%	0
High school diploma/GED		7.8%	4
Some college		23.5%	12
College graduate		**41.2%**	**21**
Advanced degree		27.5%	14
		Comments:	0
		answered question	**51**
		skipped question	**0**

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Main Street Rogers e-Survey

SurveyMonkey

What is your family's annual income?

	Response Percent	Response Count
$21,000 – $30,000	5.9%	3
$31,000 - $40,000	5.9%	3
$41,000 - $50,000	3.9%	2
$51,000 - $60,000	13.7%	7
$61,000 - $70,000	5.9%	3
$71,000 - $80,000	3.9%	2
$81,000 – $90,000	2.0%	1
$91,000 - $100,000	11.8%	6
Over $100,000	**31.4%**	**16**
Prefer not to answer	15.7%	8
	Comments:	0
	answered question	**51**
	skipped question	**0**

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Main Street Rogers e-Survey

SurveyMonkey

What type of industry do you work in?

	Response Percent	Response Count
Professional	37.3%	19
Sales	19.6%	10
Education	2.0%	1
Information Technology	0.0%	0
Manual labor	0.0%	0
Agriculture	2.0%	1
Hospitality/Service	7.8%	4
Retail	9.8%	5
I don't work/I am retired	0.0%	0
Other	21.6%	11
	Comments:	10
	answered question	**51**
	skipped question	**0**

Comments:

1	Travel agency	Jul 11, 2011 1:39 PM
2	Healthcare	Jul 11, 2011 12:40 PM
3	real estate broker	Jul 11, 2011 12:24 PM
4	Real Estate	Jul 11, 2011 11:44 AM
5	Healthcare	Jul 11, 2011 11:28 AM
6	R&D Electrical-Solar	Jul 8, 2011 11:17 AM
7	Media Newspapers in Education Literacy program for the students and schools in NWA	Jul 7, 2011 12:21 PM
8	Staffing/Recruiting/HR	Jul 7, 2011 11:45 AM
9	Non profit	Jul 7, 2011 11:05 AM
10	Marketing	Jul 7, 2011 10:20 AM

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Main Street Rogers e-Survey

SurveyMonkey

If you have children, how many live with you?

	Response Percent	Response Count
0	58.8%	30
1	3.9%	2
2	11.8%	6
3	0.0%	0
4	0.0%	0
5	2.0%	1
6+	0.0%	0
Not applicable	23.5%	12
	Comments:	2
	answered question	**51**
	skipped question	**0**

Comments:

1	3 children - all grown and living on their own - YEA!	Jul 11, 2011 11:53 AM
2	Grown Children age 19 & 20. One child lives at home in the summer when home from college at UCA in Conway. The other child lives independantly in the Rogers Community.	Jul 7, 2011 9:22 AM

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If you have children, where do you primarily take your children to play?

		Response Percent	Response Count
Neighborhood park		3.9%	2
Nearby lake		7.8%	4
School sports' fields/basketball courts		0.0%	0
Soccer or baseball fields		0.0%	0
Amusements or sports for a fee		0.0%	0
Neighbors' yards		2.0%	1
Your own yard		3.9%	2
I do not have any children who are the age to play		35.3%	18
I do not have children		**47.1%**	**24**
		Comments:	5
		answered question	**51**
		skipped question	**0**

Comments:

1	I take other's children to a neighborhood park.	Jul 11, 2011 12:12 PM
2	Music shows	Jul 11, 2011 12:02 PM
3	n/a	Jul 11, 2011 11:53 AM
4	Our own Pool	Jul 7, 2011 2:55 PM
5	Child who lives in Rogers frequents both Lake Atalanta and Cambridge Park	Jul 7, 2011 9:22 AM

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What type of restaurants do you and/or your family enjoy most?

	Response Percent	Response Count
Drive-through	2.0%	1
Buffet	3.9%	2
Chain Dine-in family style	5.9%	3
Chain Dine-in individual orders	13.7%	7
Chain Dine-in upscale	2.0%	1
Locally-Owned Dine-in family style	5.9%	3
Locally-Owned Dine-in individual orders	**37.3%**	**19**
Locally-Owned Dine-in upscale	17.6%	9
I don't eat out often	11.8%	6
	Comments:	6
	answered question	**51**
	skipped question	**0**

Comments:

1	I do many of the above depending upon the mood, the occasion, etc.	Jul 12, 2011 11:24 AM
2	I really like a mixture of chain and locally owned	Jul 11, 2011 1:39 PM
3	Mr. B's on of our favorite places to dine, wish there were more to choose from.	Jul 11, 2011 11:53 AM
4	Too bad this question didn't allow us to have multiple answers and/or "all of the above" - we like them all for different reasons and for different occasions	Jul 11, 2011 11:47 AM
5	ALL KINDS	Jul 7, 2011 11:57 AM
6	The buffet's are the ones that I enjoy the most but I eat at all of them except drive-through about the same number of times.	Jul 7, 2011 10:20 AM

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If you take your family to art-related venues, where do you go most frequently?

	Response Percent	Response Count
Arend Arts Center	2.0%	1
Walton Arts Center	**54.9%**	**28**
University of Arkansas	2.0%	1
Northwest Arkansas Community College	0.0%	0
Bella Vista	2.0%	1
Eureka Springs	5.9%	3
Local church or synagogue	2.0%	1
Other	17.6%	9
I do not take my family to art-related venues	13.7%	7
	Comments:	12
	answered question	**51**

Comments:

1	I have attended all of the above.	Jul 12, 2011 11:24 AM
2	Why is Rogers Little Theatre not on this list?	Jul 11, 2011 1:17 PM
3	Arend Arts Center also	Jul 11, 2011 12:40 PM
4	We would like to visit all of them, we just haven't yet	Jul 11, 2011 11:47 AM
5	I'm single, but do occasionally visit art venues with friends.	Jul 11, 2011 11:44 AM
6	Rogers Little Theater	Jul 11, 2011 11:38 AM
7	Fayetteville Underground	Jul 11, 2011 11:34 AM
8	Rogers Little Theatre	Jul 10, 2011 11:24 PM
9	Why isn't Rogers Little Theater on the list?	Jul 7, 2011 2:55 PM
10	Photo shows Ft Smith	Jul 7, 2011 9:58 AM
11	ACO Rogers Historical Museum	Jul 7, 2011 9:43 AM
12	Festivals in local towns	Jul 7, 2011 9:34 AM

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SurveyMonkey

If you take your family to educational venues (not including K-12), where do you go?

	Response Percent	Response Count
University or community college	**17.6%**	**9**
Arend Arts Center	0.0%	0
Walton Arts Center	15.7%	8
Hammons Convention Center	15.7%	8
Springdale Convention Center	0.0%	0
Local church or synagogue	5.9%	3
Other	**17.6%**	**9**
I do not take my family to educational venues	15.7%	8
I do not have a family	11.8%	6
	Comments:	4
	answered question	**51**
	skipped question	**0**

Comments:

1	I visit the Rogers Historical Museum 3-5 times a year.	Jul 11, 2011 11:44 AM
2	Museums	Jul 11, 2011 11:33 AM
3	out of town	Jul 7, 2011 9:33 AM
4	Local outdoor festivals and events.	Jul 7, 2011 9:19 AM

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Main Street Rogers e-Survey

SurveyMonkey

What is Rogers' greatest single asset

	Response Percent	Response Count
Downtown	7.8%	4
Promenade Shopping Center	11.8%	6
Restaurants	2.0%	1
Hotels	0.0%	0
Small-town feel	19.6%	10
Lake Atalanta	0.0%	0
Standard of living	5.9%	3
Airport proximity	3.9%	2
Location in northwest Arkansas	**47.1%**	**24**
Other	2.0%	1
	Comments:	10
	answered question	**51**
	skipped question	**0**

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Comments:

1	Beaver Lake also	Jul 11, 2011 12:40 PM
2	Excellent location, close to 540 and also Beaver Lake, unique older area along with new trendy areas like Pinnacle Promenade Mall, and the many restaurants we have to offer.	Jul 11, 2011 11:53 AM
3	I chose standard of living because I feel it best envelopes the shopping, dining, proximity and small town feel. Each feature compliments the other ones. The reason Rogers stands out, is because we have all these assets.	Jul 11, 2011 11:44 AM
4	Rogers has so many assets--hard to choose just one.	Jul 10, 2011 11:24 PM
5	The people are friendly and the leaders work to get along.	Jul 7, 2011 2:55 PM
6	HAVE REALLY PUT ALOT OF EFFORT INTO THE LOOK ITS GREAT	Jul 7, 2011 11:57 AM
7	Wal-Mart	Jul 7, 2011 10:20 AM
8	Downtown, because other areas peak, and then decline, almost becoming a ghost town, somewhat derelict, but downtown keeps on going - somehow it is successful when it re-invents itself.	Jul 7, 2011 10:15 AM
9	If I have to choose one, it has to be location, location, location.	Jul 7, 2011 9:22 AM
10	It is in a great location, but infrastructure needs to catch up. There is too much traffic for the existing roadways.	Jul 7, 2011 9:19 AM

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SurveyMonkey

What primarily attracts visitors to downtown Rogers now?

	Response Percent	Response Count
Shopping	2.0%	1
Restaurants and coffee shops	19.6%	10
Museums	0.0%	0
Historic Buildings	7.8%	4
Businesses	13.7%	7
Churches	0.0%	0
Special events (Frisco Festival, Farmers Market, Friday concerts)	**52.9%**	**27**
Theater performances	3.9%	2
Walking accessibility	0.0%	0
Other	0.0%	0
	Comments:	5
	answered question	**51**
	skipped question	**0**

Comments:

1	Special events and theater perfomances both	Jul 11, 2011 1:39 PM
2	Events bring people to this area, then they end up exploring and realizing what else there is in the area.	Jul 11, 2011 11:53 AM
3	I would like to see the Farmer's Market move to a street location to give it more of a "market" feel than it currently has in the parking lot. Could draw people into businesses at the same time.	Jul 10, 2011 11:24 PM
4	Chamber events meetings	Jul 7, 2011 12:21 PM
5	This is difficult to answer because there are multiple reasons, not just one.	Jul 7, 2011 9:22 AM

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Main Street Rogers e-Survey

SurveyMonkey

Which best describes how often you visit downtown on your own or with family?

	Response Percent	Response Count
Daily	3.9%	2
Weekly	25.5%	13
Weekends only	2.0%	1
Monthly	33.3%	17
Special events (Frisco Festival, Farmers Market, Friday concerts)	**35.3%**	**18**
Theater performances	0.0%	0
	Comments:	5
	answered question	**51**
	skipped question	**0**

Comments:

1	It all depends. Theater/Farmers Market/Friscoe Festival/and sometimes multiple times a week or other times monthly or more.	Jul 12, 2011 11:24 AM
2	Special events and theater performances both	Jul 11, 2011 1:39 PM
3	Chamber meetings	Jul 7, 2011 12:21 PM
4	lived & work in down town	Jul 7, 2011 10:15 AM
5	I do go more often than monthly but not every week.	Jul 7, 2011 9:22 AM

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Main Street Rogers e-Survey

SurveyMonkey

What primary source do you rely on for information about Downtown Rogers?

	Response Percent	Response Count
Downtown Happenings newsletter	5.9%	3
Newspapers	23.5%	12
TV	3.9%	2
Radio	0.0%	0
Social media	5.9%	3
Websites	2.0%	1
Posters/brochures in local shops, hotels and restaurants	2.0%	1
Chamber of Commerce	**45.1%**	**23**
Word-of-mouth	11.8%	6
Other	0.0%	0
	Comments:	3
	answered question	**51**
	skipped question	**0**

Comments:

1	Some word of mouth and some social media i.e. Facebook	Jul 11, 2011 11:53 AM
2	Chamber of Commerce newsletter.	Jul 10, 2011 11:24 PM
3	Word of mouth primarily, passing through downtown and Chamber of Commerce third.	Jul 7, 2011 9:22 AM

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Main Street Rogers e-Survey

SurveyMonkey

How much money do you spend on your average shopping trip to Rogers' businesses in the Promenade?

	Response Percent	Response Count
Less than $50	35.3%	18
Between $50 - $100	**52.9%**	**27**
Between $101 - $200	5.9%	3
Over $200	5.9%	3
Comments:		4
answered question		**51**
skipped question		**0**

Comments:

1	we usually only go to the movie's and chinesse in food court	Jul 7, 2011 11:57 AM
2	Very seldom buy anything	Jul 7, 2011 9:43 AM
3	Hate the Promenade, actually	Jul 7, 2011 9:33 AM
4	I do not shop at the Promenade very often.	Jul 7, 2011 9:22 AM

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Main Street Rogers e-Survey

SurveyMonkey

How much money do you spend on your average trip to Rogers' businesses downtown?

	Response Percent	Response Count
Less than $50	**86.3%**	**44**
Between $50-$100	13.7%	7
Between $101 - $200	0.0%	0
Over $200	0.0%	0
	Comments:	3
	answered question	**51**
	skipped question	**0**

Comments:

1	They need to offer more places to buy fun and trendy items, I do not tend to buy antiques, etc. I don't have any place for them, I would buy gift items, fun and trendy items, not super cheap, however not outrageously expensive. I would buy nice costume jewelry, cute tops, cute sandals, baby gifts, unique and funny and even adult cards for birthdays, etc.	Jul 11, 2011 11:53 AM
2	Have not been there shopping only eating a few times	Jul 7, 2011 12:21 PM
3	not many places to spend money	Jul 7, 2011 9:33 AM

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Main Street Rogers e-Survey

SurveyMonkey

How far do you currently travel for entertainment/dining?

	Response Percent	Response Count
5-15 miles	47.1%	24
15-30 miles	31.4%	16
30-45 miles	5.9%	3
45+ miles	15.7%	8
Comments:		4
answered question		**51**
skipped question		**0**

Comments:

1	We prefer less than this, however will travel more if needed, i.e. casinos in Missouri.	Jul 11, 2011 11:53 AM
2	I leave the area as often as possible. NWA offers very little for residents without families.	Jul 7, 2011 10:14 PM
3	The Tulsa market has much more to offer than here and they have liquor stores.	Jul 7, 2011 11:05 AM
4	Often travel to Kansas City, Tulsa and/or Little Rock for enternainment	Jul 7, 2011 9:22 AM

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Main Street Rogers e-Survey

SurveyMonkey

How far would you be willing to travel for entertainment/dining?

	Response Percent	Response Count
5-15 miles	17.6%	9
15-30 miles	**41.2%**	**21**
30-45 miles	17.6%	9
45+ miles	23.5%	12
Comments:		1
answered question		**51**
skipped question		**0**

Comments:

1	Branson	Jul 7, 2011 9:43 AM

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Appendix D

Opinion Polling Results: *Main Street Rogers Project*
Final: August 4, 2011

Hello, my name is _____ , and I'm calling today to ask you a few questions about the future of Rogers. Today's survey will take less than five minutes and will gauge your opinion on the status of the community today and the direction you think Downtown Rogers needs to take in order to grow most effectively.

First, I'm going to ask you a series of questions in order to gather some demographic information that will be used for statistical purposes **only**:

1. For the purpose of gathering a statistically valid sample only, are you male or female?
 a. Press 1 if you are Male
 b. Press 2 if you are Female

2. For the purpose of gathering a statistically valid sample only, how many children under the age of 15 do you have living with you at home?
 a. Press 1 for 0
 b. Press 2 for 1-2
 c. Press 3 for 3+

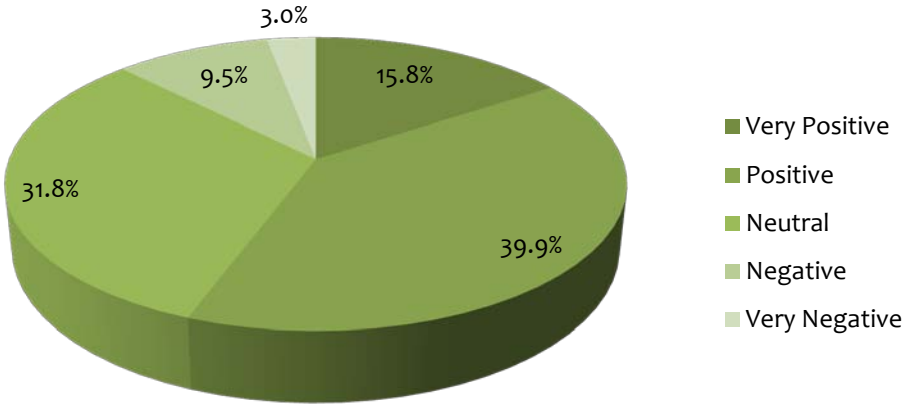
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Now I'm going to ask you a series of questions to gather your opinion on Downtown Rogers and some potential attractions, and the impact that they might have on the area.

3. How would you characterize your opinion of the Rogers downtown area?
 a. Press 1 for Very Positive
 b. Press 2 for Positive
 c. Press 3 for Neutral
 d. Press 4 for Negative
 e. Press 5 for Very Negative

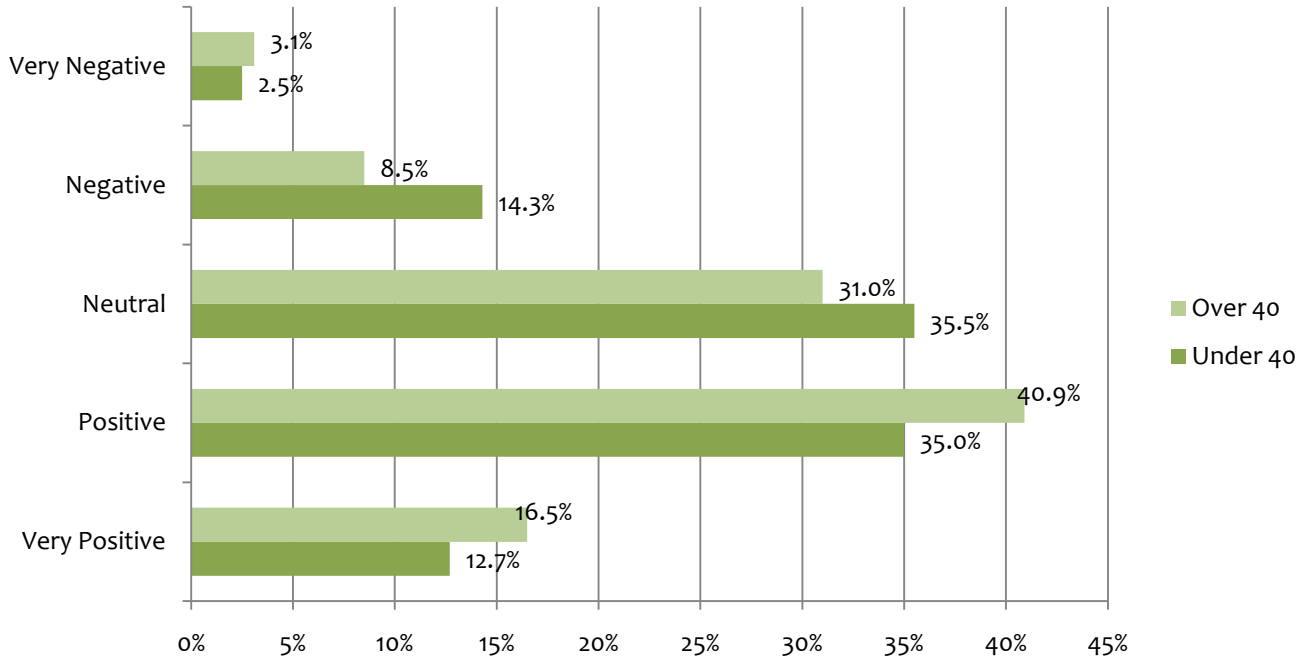
	Total	Male	Female	Under 40	Over 40	Ward 1	Ward 2	Ward 3	Ward 4	No Kids	Kids U15
Very Positive	15.8%	17.1%	14.9%	12.7%	16.5%	15.5%	20.8%	11.0%	19.0%	18.3%	7.5%
Positive	39.9%	34.6%	43.7%	35.0%	40.9%	43.2%	37.1%	37.5%	44.4%	40.5%	37.9%
Neutral	31.8%	35.0%	29.6%	35.5%	31.0%	30.5%	29.0%	38.0%	25.0%	30.2%	37.2%
Negative	9.5%	10.1%	9.1%	14.3%	8.5%	8.0%	8.9%	11.0%	8.8%	8.7%	12.3%
Very Negative	3.0%	3.2%	2.7%	2.5%	3.1%	2.8%	4.2%	2.5%	2.8%	2.3%	5.1%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Topline Results
Opinion of Downtown Rogers

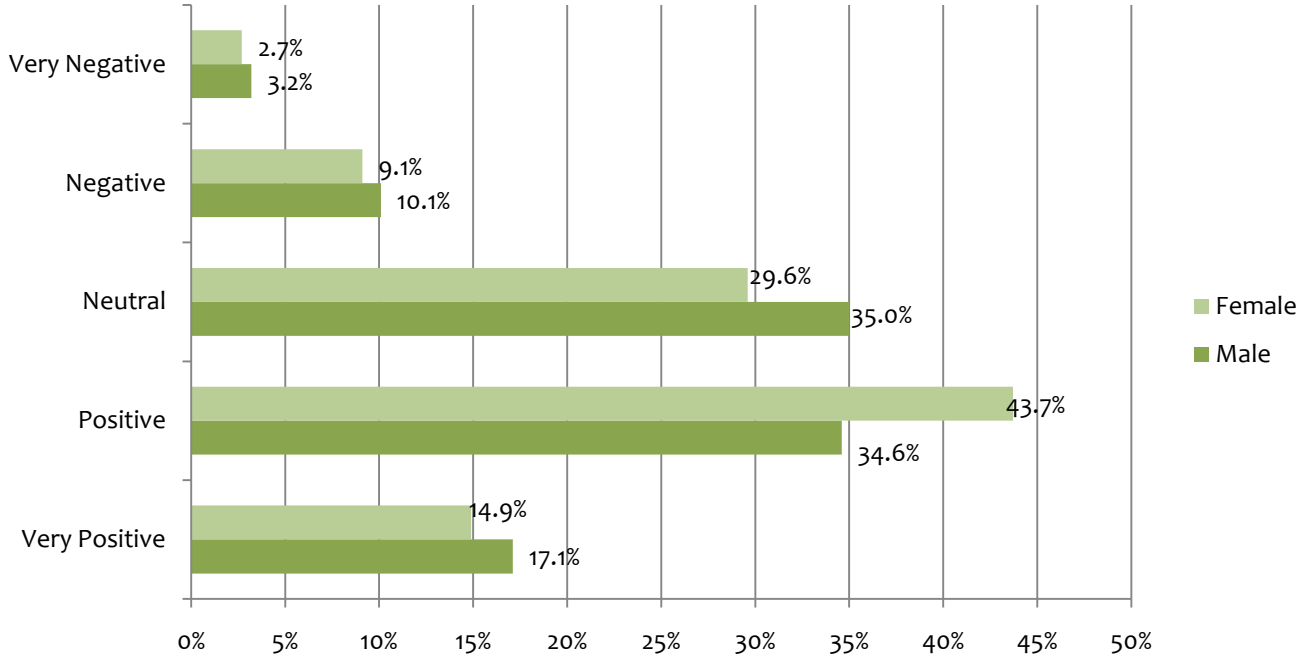


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Age Crosstabulations

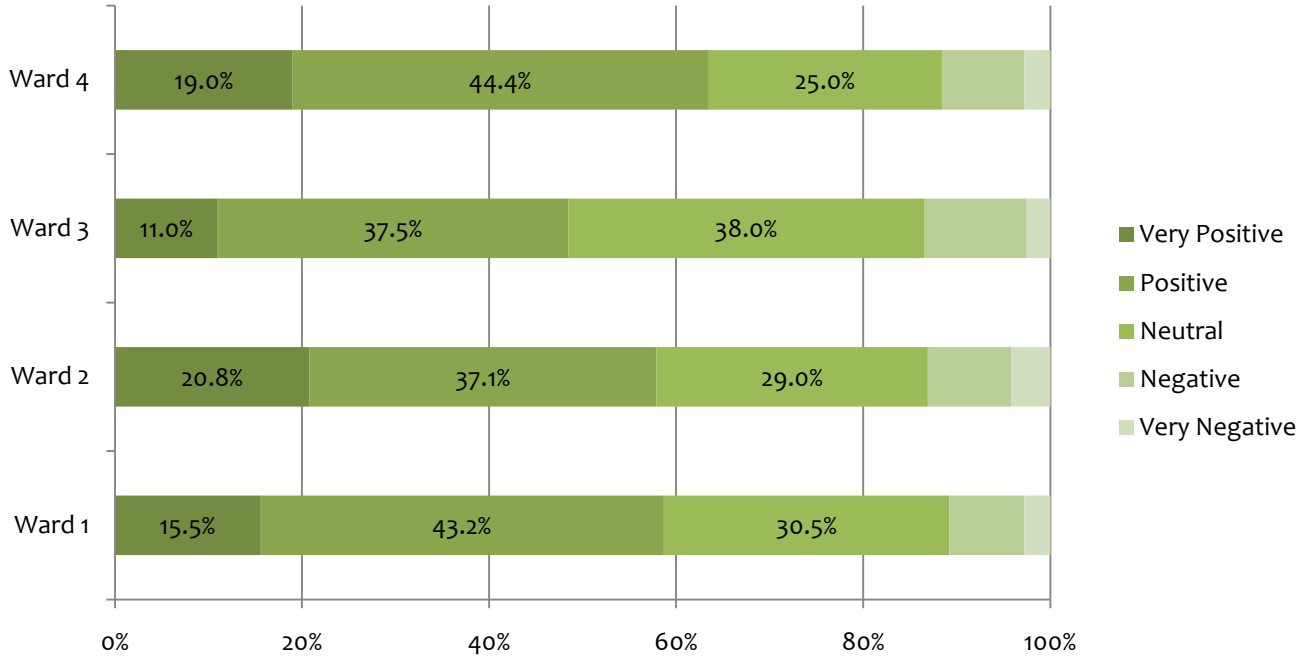


Gender Crosstabulations

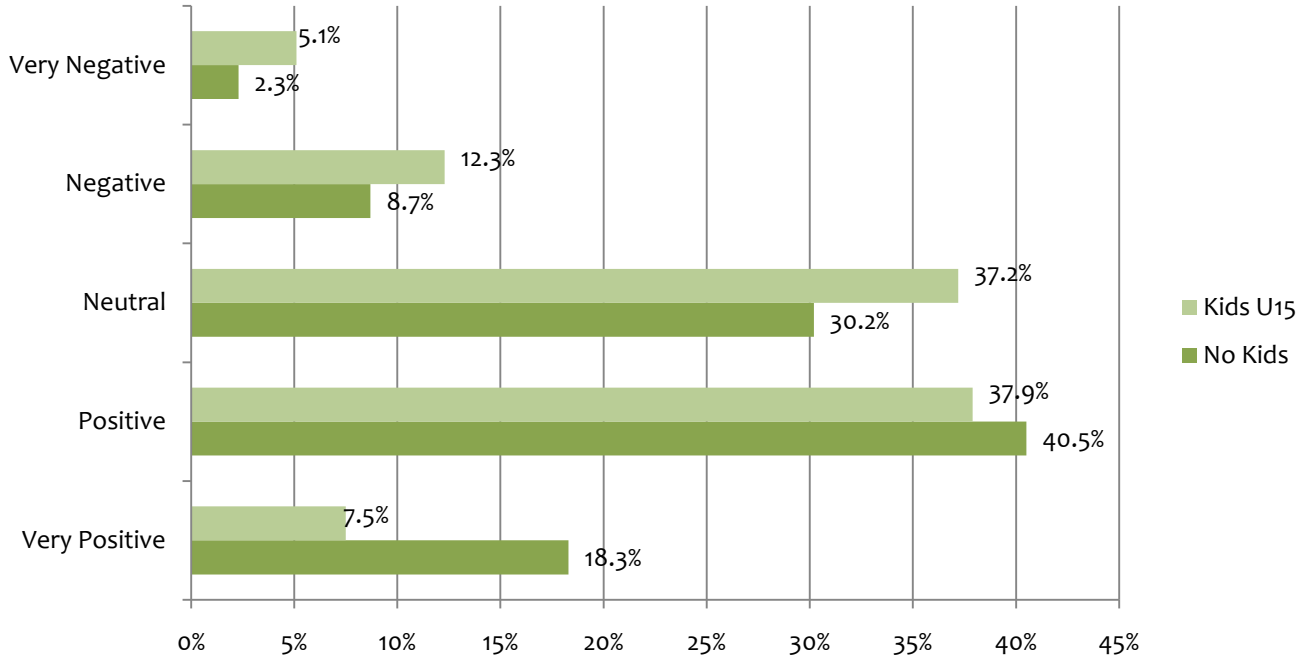


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Ward Crosstabulations



Children Crosstabulations

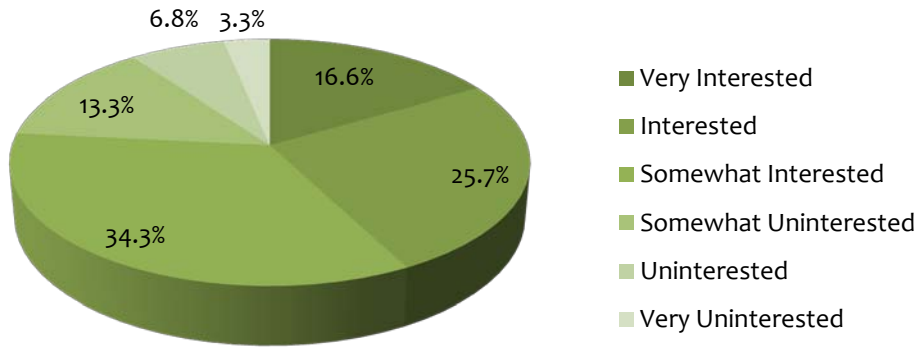


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4. Currently, there are a number of businesses, including local retail and dining, in Downtown Rogers, as well as occasional special events including "Picking in the Park," monthly "Twilight Walks," and the annual Frisco Festival. Given this information how interested are you currently in visiting Downtown Rogers for entertainment?
 a. Press 1 for Very Interested
 b. Press 2 for Interested
 c. Press 3 for Somewhat Interested
 d. Press 4 for Somewhat Uninterested
 e. Press 5 for Uninterested
 f. Press 6 for Very Uninterested

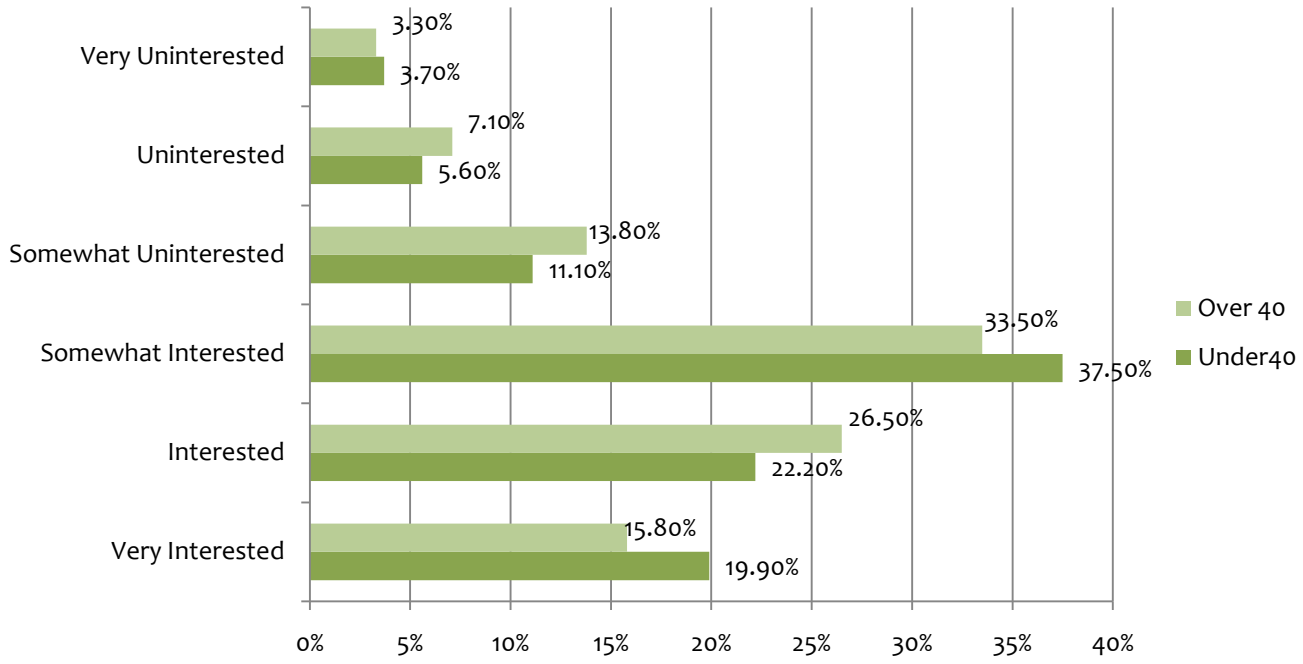
	Total	Male	Female	Under 40	Over 40	Ward 1	Ward 2	Ward 3	Ward 4	No Kids	Kids U15
Very Interested	16.6%	17.9%	15.7%	19.9%	15.8%	20.5%	14.8%	11.8%	24.1%	15.5%	20.5%
Interested	25.7%	23.5%	27.2%	22.2%	26.5%	23.8%	28.8%	23.3%	28.3%	26.1%	24.2%
Somewhat Interested	34.3%	34.0%	34.5%	37.5%	33.5%	35.2%	30.8%	37.6%	31.1%	35.1%	31.6%
Somewhat Uninterested	13.3%	14.8%	12.2%	11.1%	13.8%	11.4%	11.6%	17.0%	9.9%	14.3%	9.8%
Uninterested	6.8%	6.0%	7.4%	5.6%	7.1%	6.2%	8.0%	8.3%	3.3%	6.5%	7.8%
Very Uninterested	3.3%	3.8%	3.0%	3.7%	3.3%	2.9%	6.0%	2.0%	3.3%	2.5%	6.1%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Topline Results
Entertainment Interest

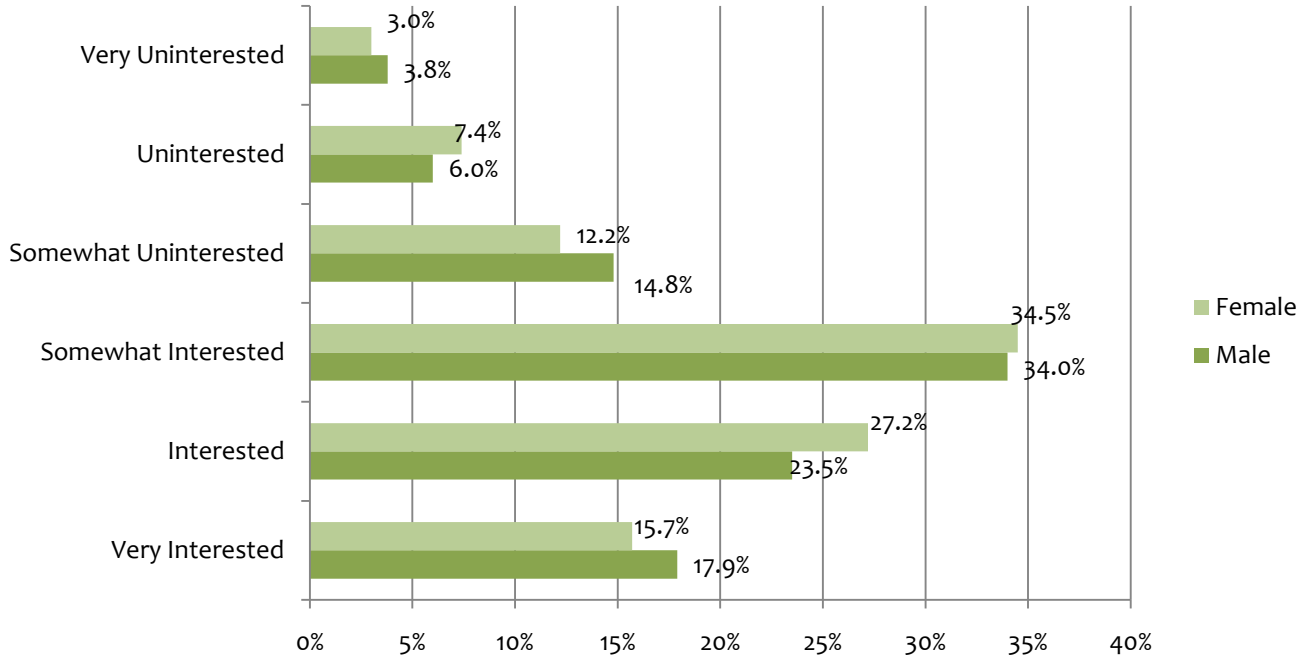


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Age Crosstabulations

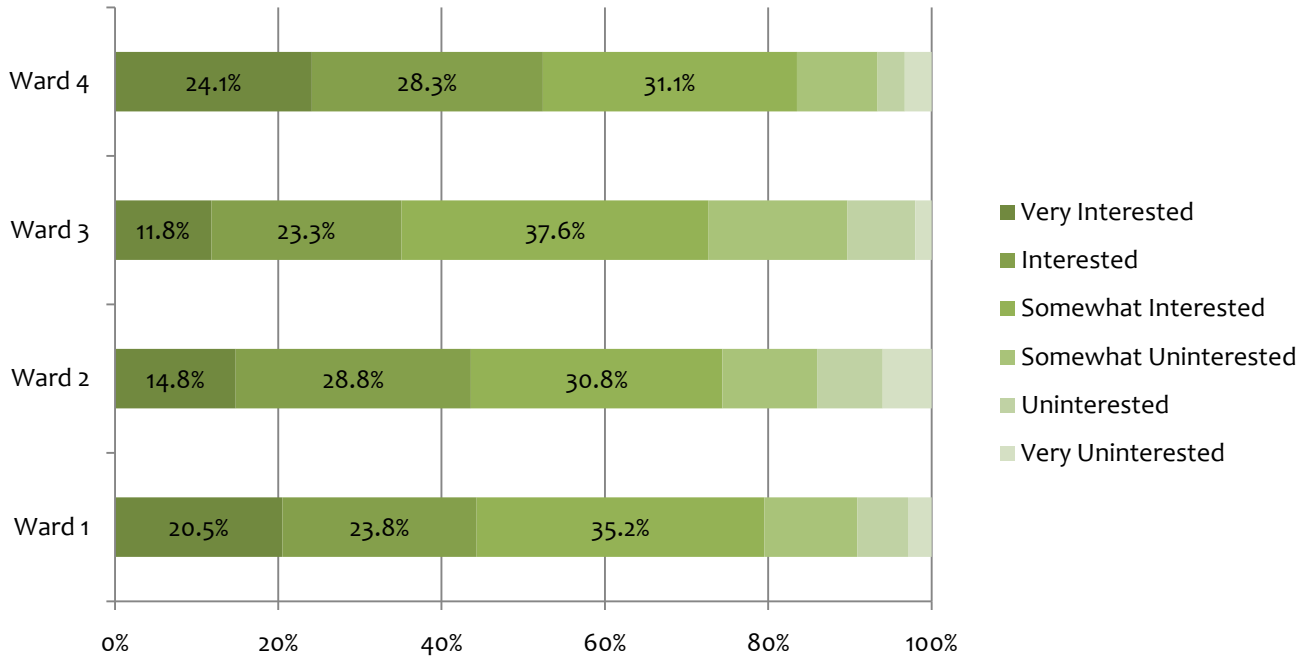


Gender Crosstabulations

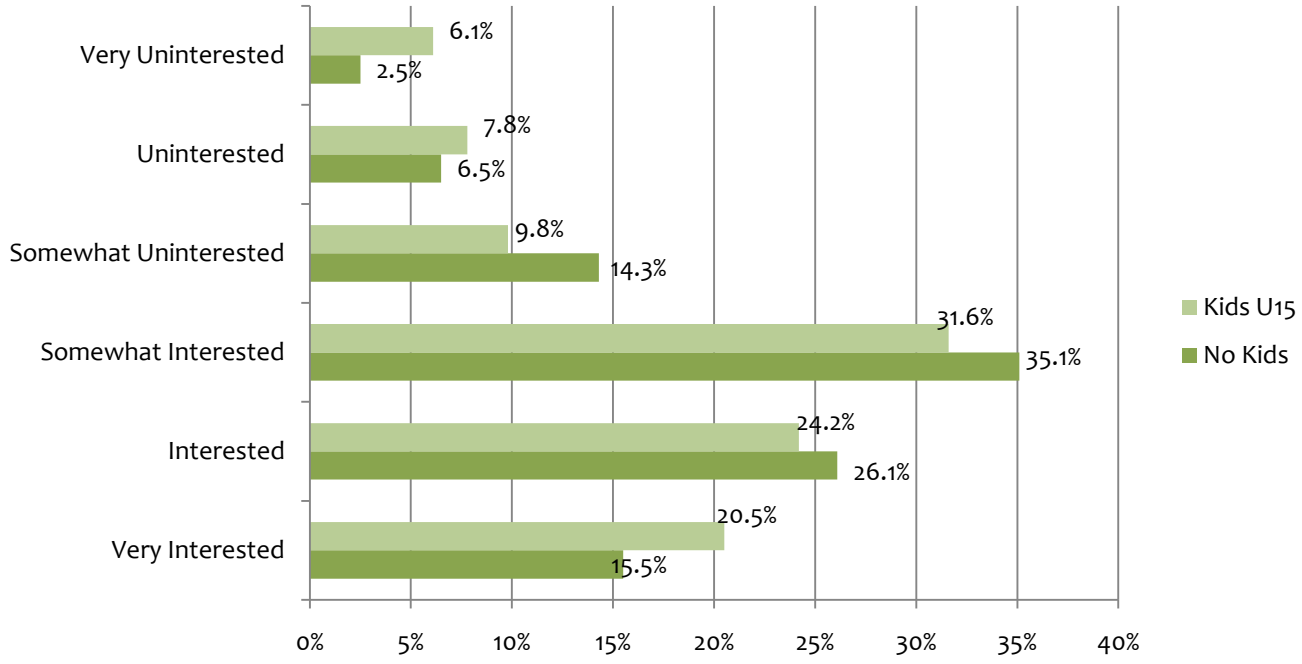


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Ward Crosstabulations



Children Crosstabulations

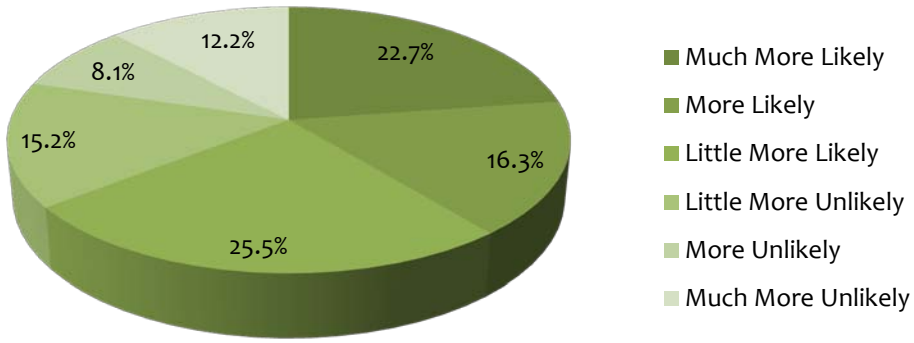


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5. If Downtown Rogers were to have a "Large Water Feature" where children could play and people could gather how much more likely would you be to visit Downtown Rogers for entertainment?
 a. Press 1 for much more likely
 b. Press 2 for more likely
 c. Press 3 for a little more likely
 d. Press 4 for a little more unlikely
 e. Press 5 for more unlikely
 f. Press 6 for much more unlikely

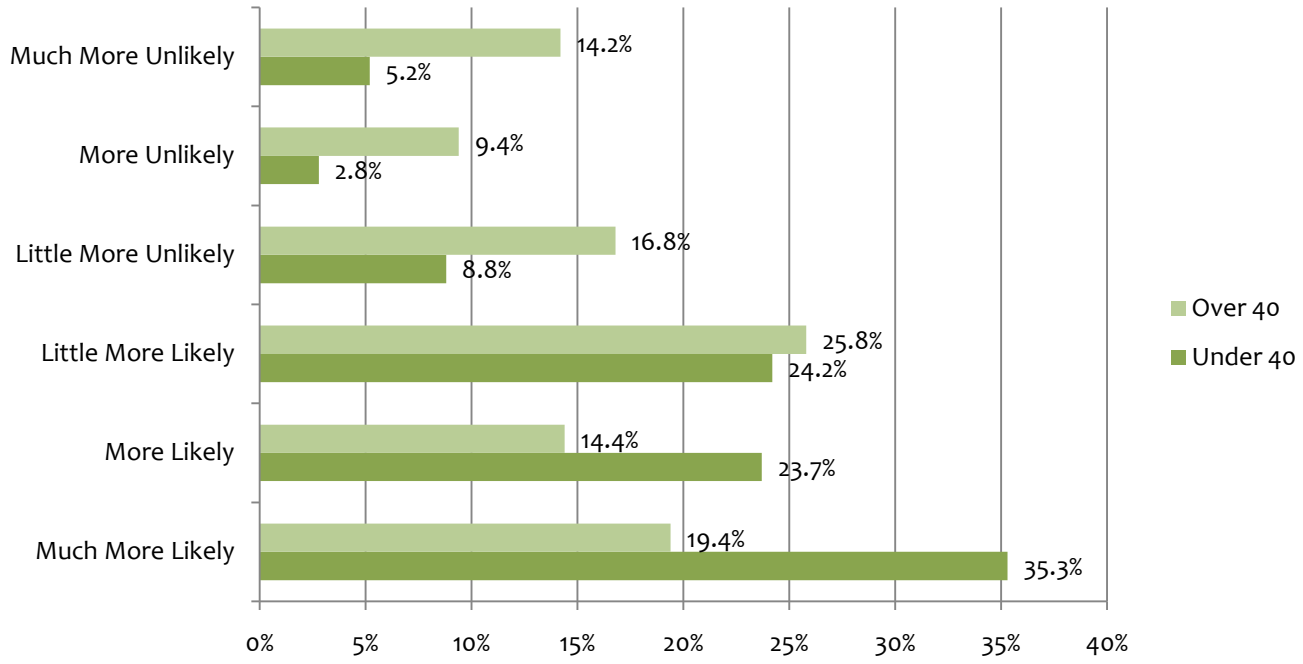
	Total	Male	Female	Under 40	Over 40	Ward 1	Ward 2	Ward 3	Ward 4	No Kids	Kids U15
Much More Likely	22.7%	22.2%	23.0%	35.3%	19.4%	25.5%	22.2%	22.9%	19.9%	17.4%	40.5%
More Likely	16.3%	13.8%	18.0%	23.7%	14.4%	18.3%	14.9%	15.6%	17.1%	14.7%	21.5%
Little More Likely	25.5%	28.1%	23.6%	24.2%	25.8%	20.2%	28.6%	25.7%	26.5%	26.5%	21.9%
Little More Unlikely	15.2%	16.1%	14.6%	8.8%	16.8%	16.8%	15.3%	14.1%	15.6%	18.1%	5.4%
More Unlikely	8.1%	9.4%	7.2%	2.8%	9.4%	8.1%	8.1%	7.8%	8.5%	9.5%	3.3%
Much More Unlikely	12.2%	10.4%	13.6%	5.2%	14.2%	11.1%	10.9%	13.9%	12.4%	13.8%	7.4%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Topline Results
Water Feature Interest

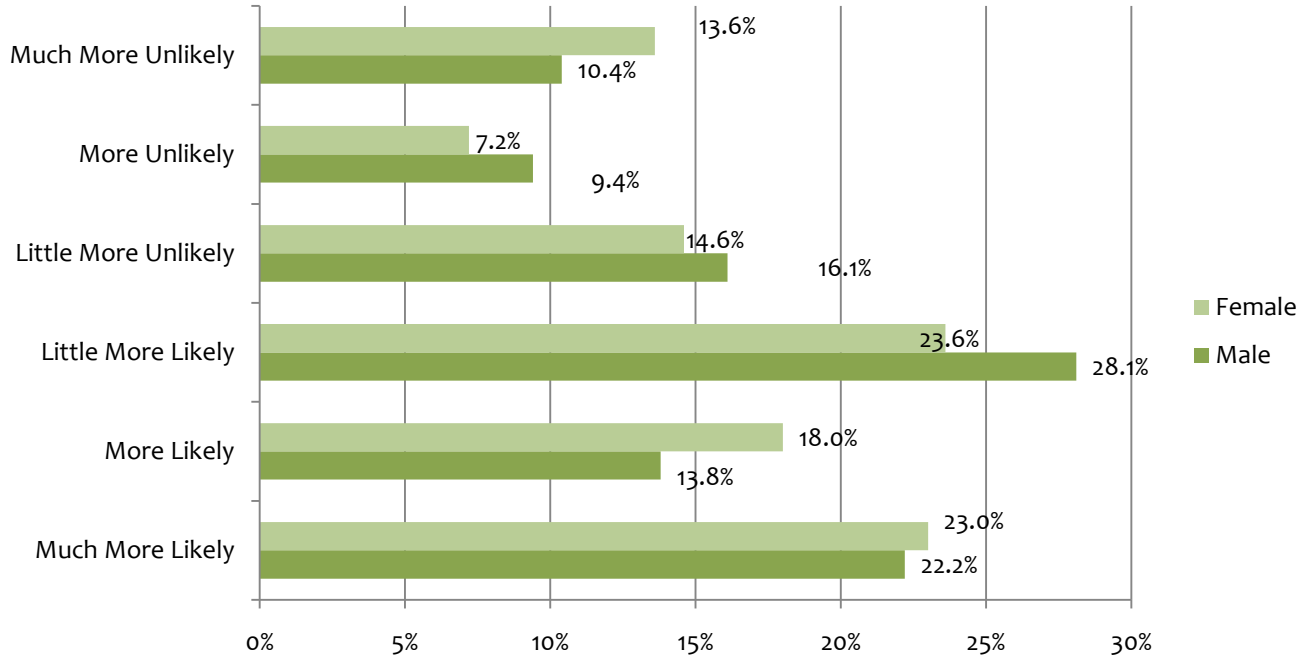


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Age Crosstabulations

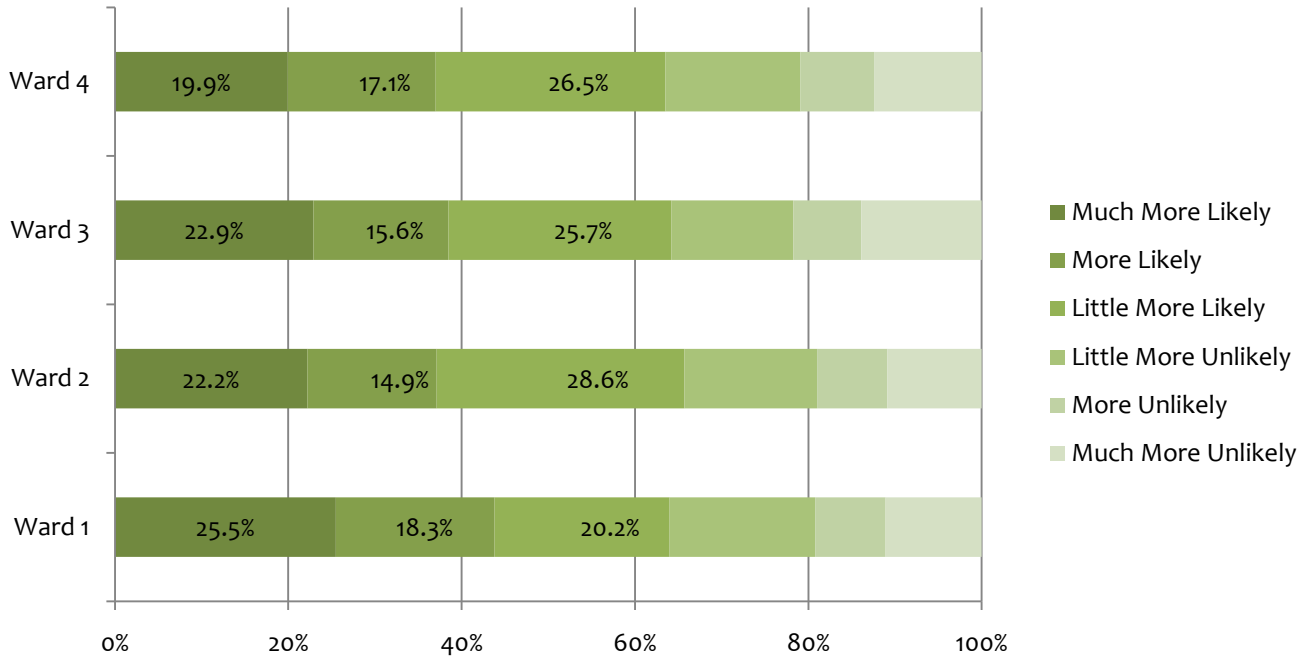


Gender Crosstabulations

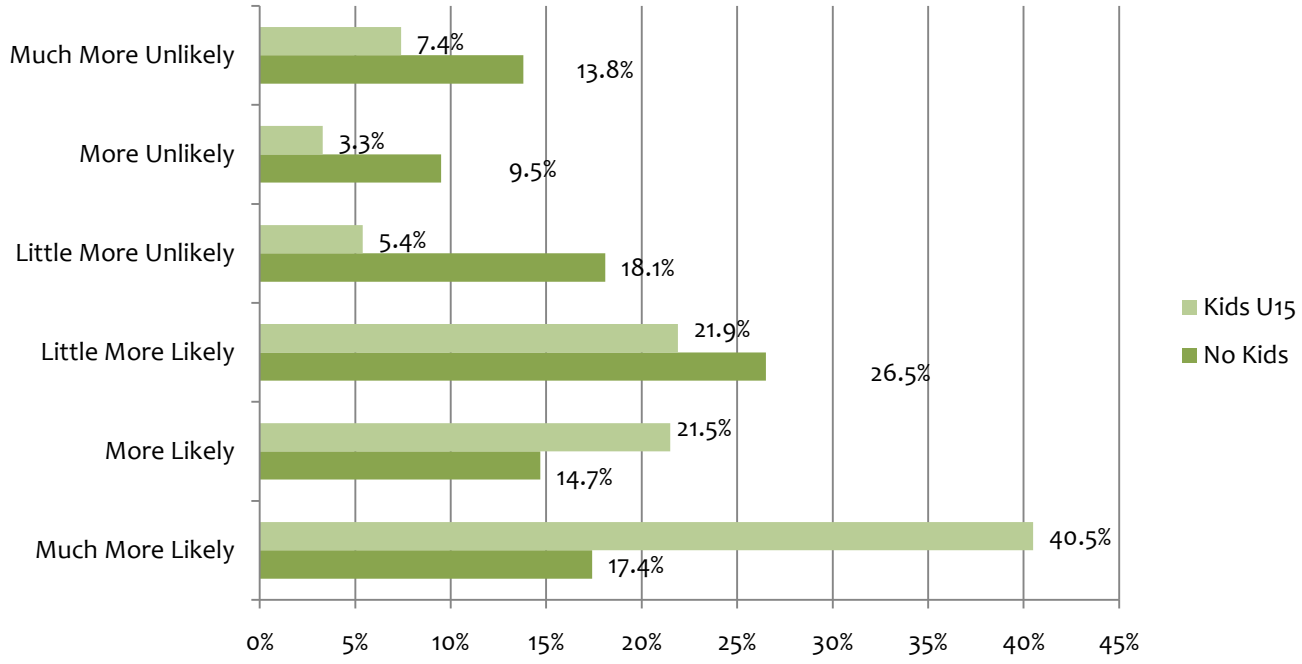


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Ward Crosstabulations



Children Crosstabulations

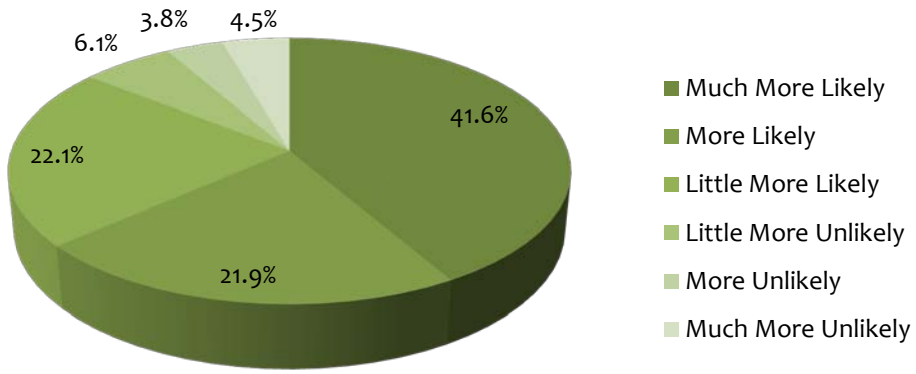


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6. If downtown were to have a live music venue that would allow famous artists from around the country a venue to play in Rogers how much more likely would you to be visit Downtown Rogers for entertainment?
 a. Press 1 for much more likely
 b. Press 2 for more likely
 c. Press 3 for a little more likely
 d. Press 4 for a little more unlikely
 e. Press 5 for more unlikely
 f. Press 6 for much more unlikely

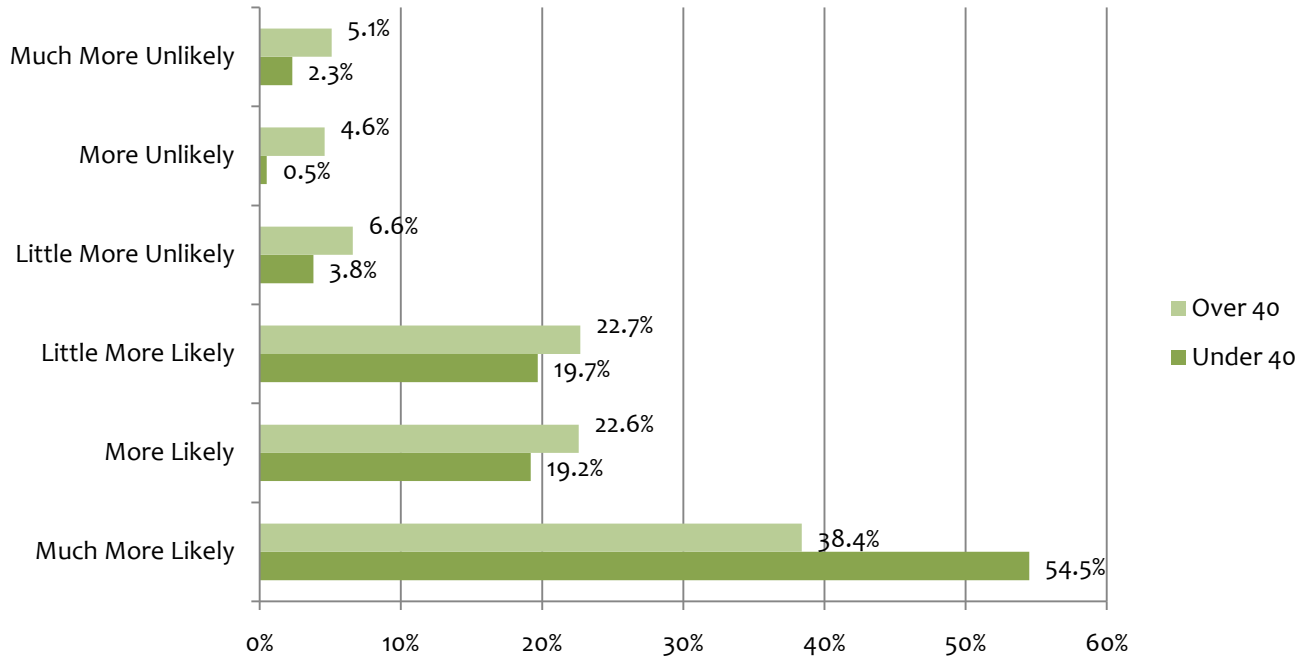
	Total	Male	Female	Under 40	Over 40	Ward 1	Ward 2	Ward 3	Ward 4	No Kids	Kids U15
Much More Likely	41.6%	45.0%	39.2%	54.5%	38.4%	45.9%	35.4%	43.5%	41.2%	38.3%	52.7%
More Likely	21.9%	20.5%	22.9%	19.2%	22.6%	17.1%	25.2%	20.9%	24.6%	23.2%	17.4%
Little More Likely	22.1%	21.5%	22.5%	19.7%	22.7%	23.9%	22.4%	22.9%	18.5%	23.0%	19.1%
Little More Unlikely	6.1%	5.5%	6.5%	3.8%	6.6%	4.4%	7.3%	6.4%	5.7%	6.5%	4.6%
More Unlikely	3.8%	4.1%	3.6%	0.5%	4.6%	2.4%	5.2%	3.1%	4.7%	4.1%	2.9%
Much More Unlikely	4.5%	3.4%	5.3%	2.3%	5.1%	6.3%	4.5%	3.2%	5.3%	4.9%	3.3%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Topline Results
Music Venue Interest

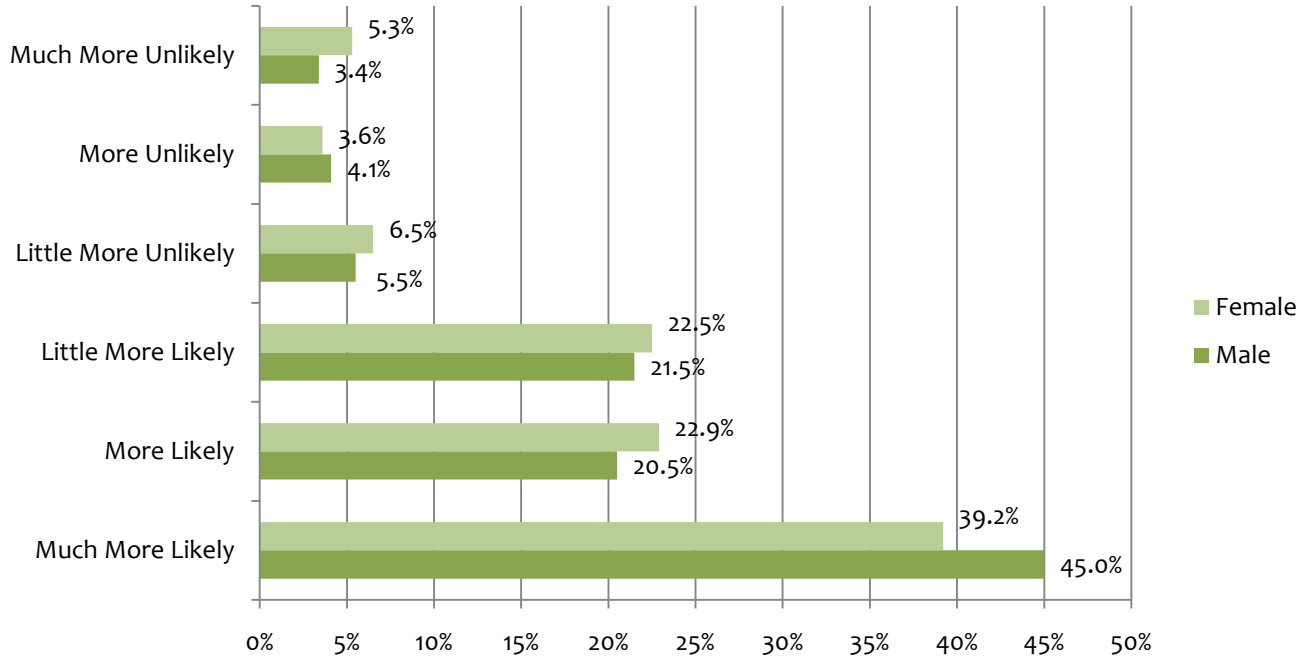


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Age Crosstabulations

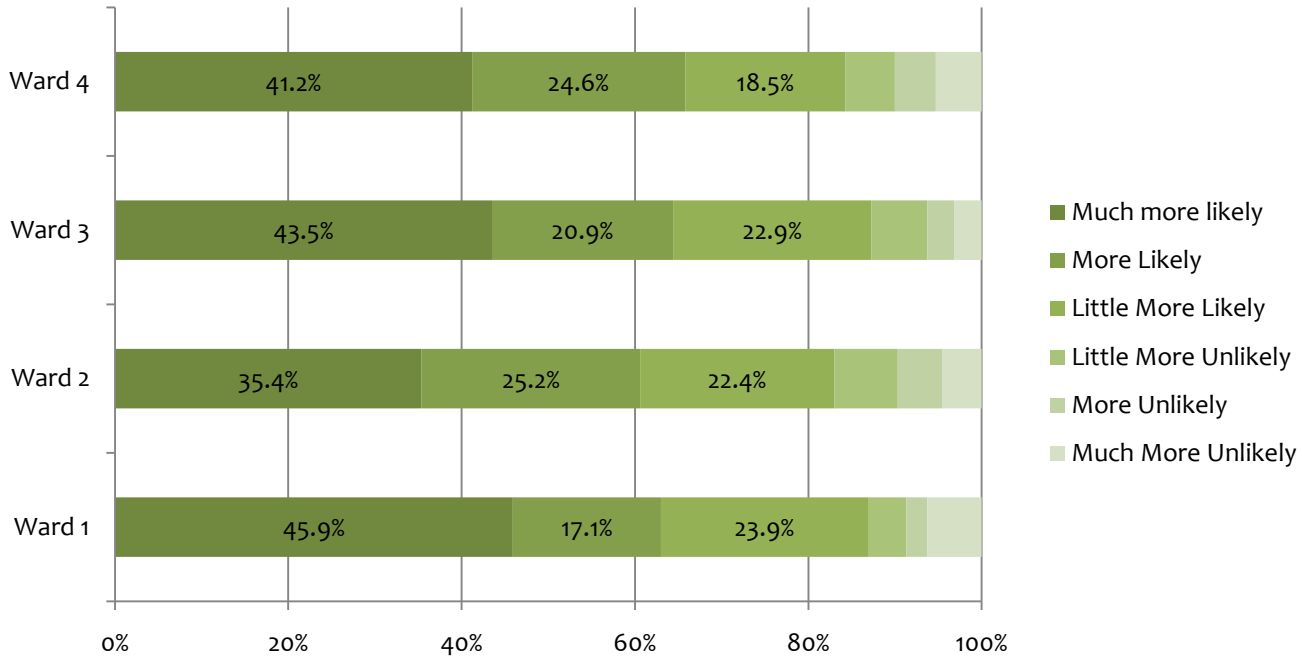


Gender Crosstabulations

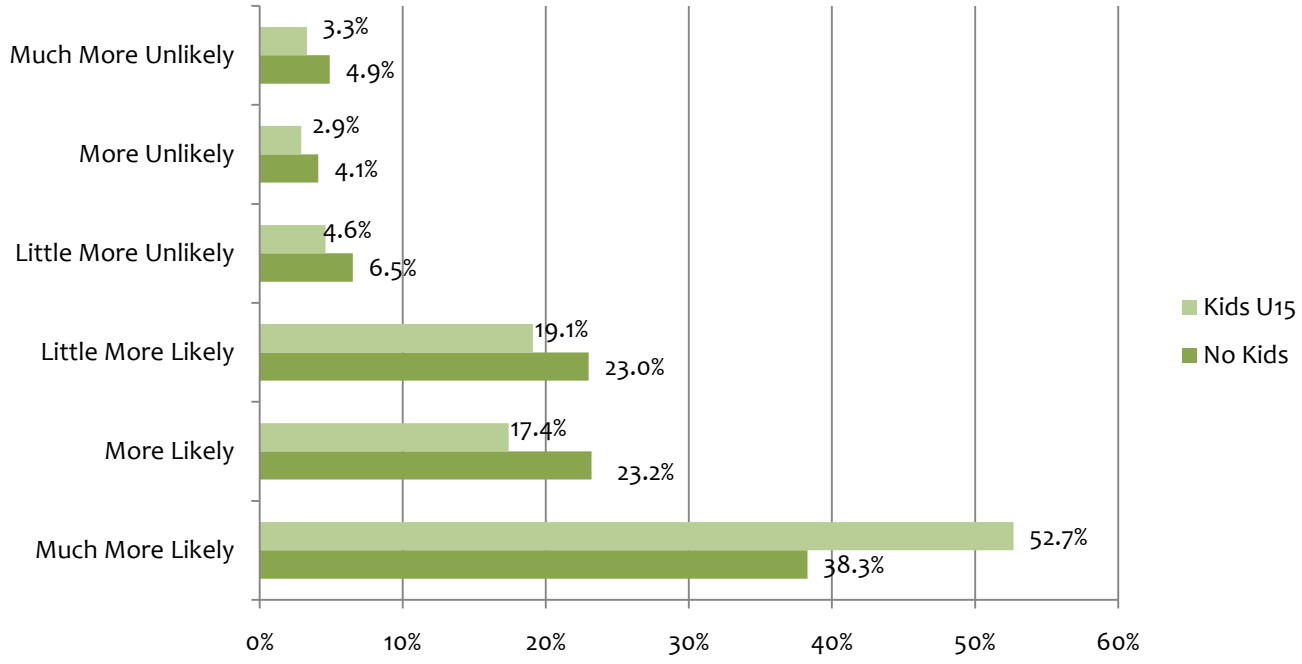


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Ward Crosstabulations



Children Crosstabulations

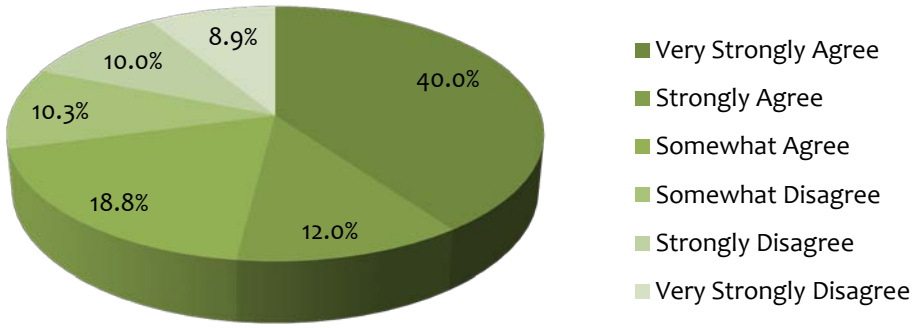


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7. Do you think that current laws that require Rogers to be a part of a "dry county" prevent Rogers from attracting large conferences and recognizable entertainment, as well as discouraging the development of new eating and drinking establishments?
 a. Press 1 if you Very strongly agree
 b. Press 2 if you Strongly agree
 c. Press 3 if you Somewhat agree
 d. Press 4 if you Somewhat disagree
 e. Press 5 if you Strongly disagree
 f. Press 6 if you Very strongly disagree

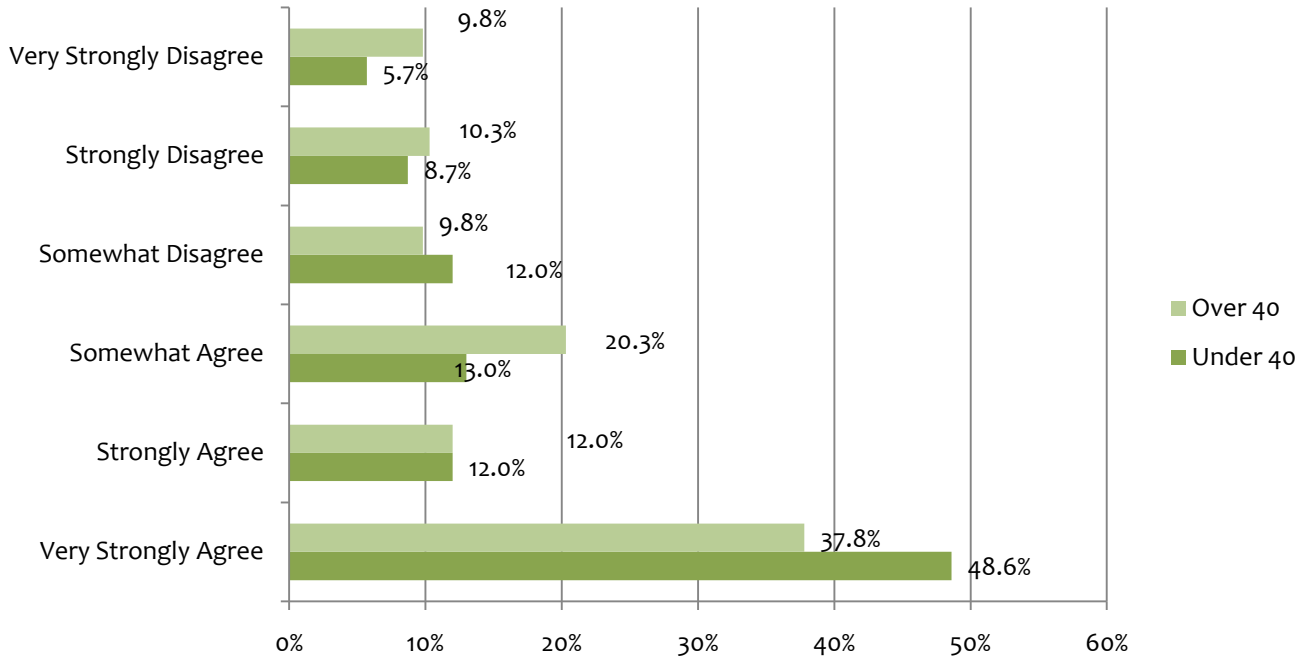
	Total	Male	Female	Under 40	Over 40	Ward 1	Ward 2	Ward 3	Ward 4	No Kids	Kids U15
Very Strongly Agree	40.0%	44.2%	36.9%	48.6%	37.8%	34.0%	43.4%	41.3%	39.1%	38.1%	46.4%
Strongly Agree	12.0%	12.4%	11.7%	12.0%	12.0%	15.5%	8.7%	11.5%	13.5%	11.0%	15.3%
Somewhat Agree	18.8%	15.9%	20.9%	13.0%	20.3%	21.0%	14.0%	18.9%	22.2%	20.6%	12.8%
Somewhat Disagree	10.3%	11.1%	9.7%	12.0%	9.8%	10.5%	12.8%	10.7%	6.3%	10.5%	9.4%
Strongly Disagree	10.0%	8.3%	11.2%	8.7%	10.3%	9.0%	13.2%	8.4%	10.2%	10.4%	8.5%
Very Strongly Disagree	8.9%	8.1%	9.6%	5.7%	9.8%	10.0%	7.9%	9.2%	8.7%	9.4%	7.6%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Topline Results
Dry County Laws Interest

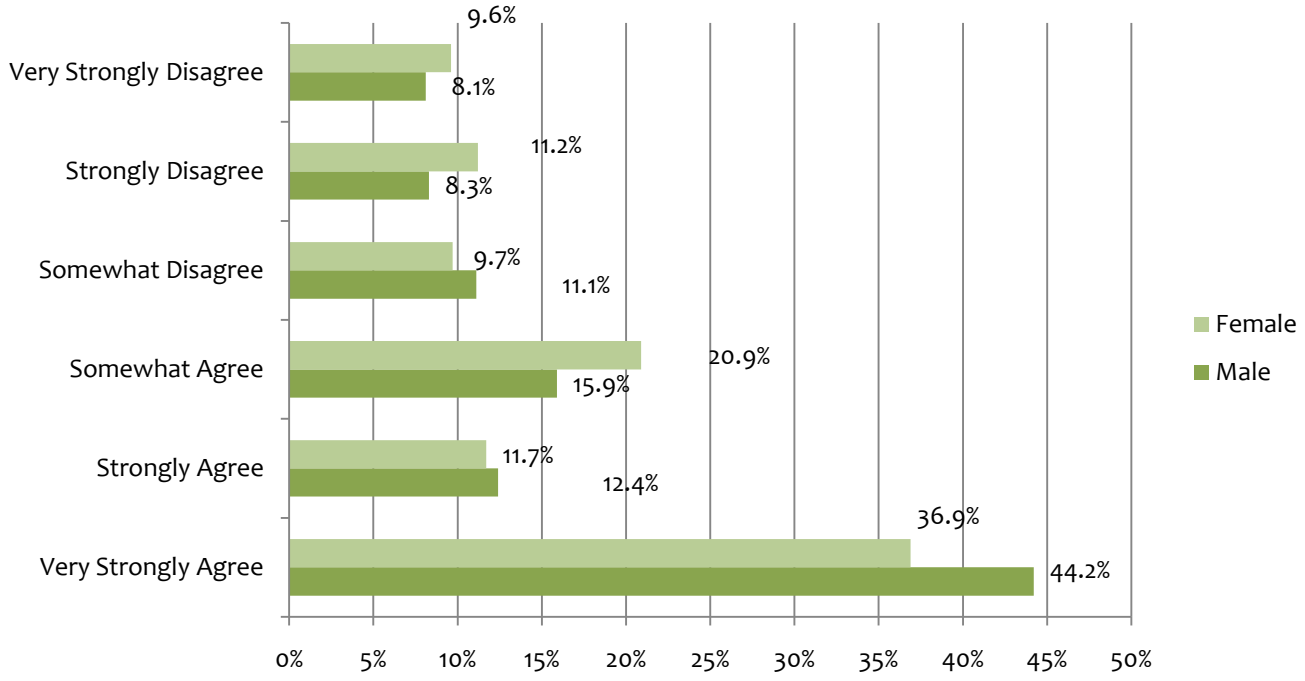


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Age Crosstabulations

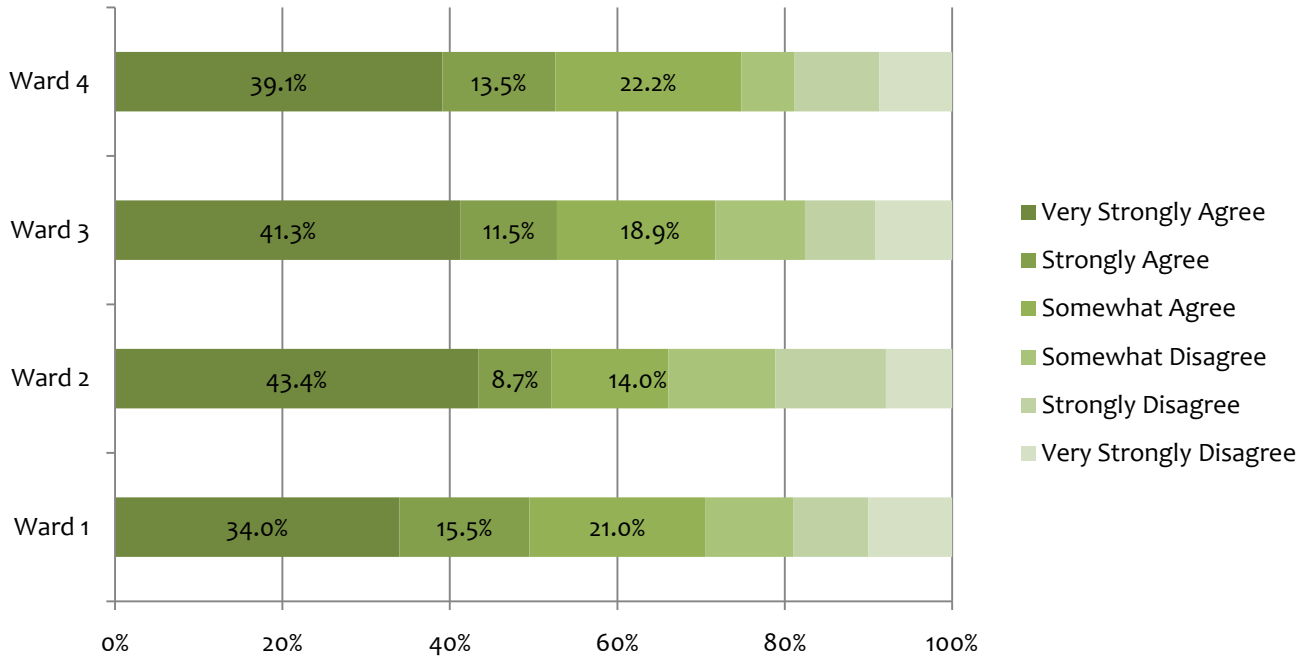


Gender Crosstabulations

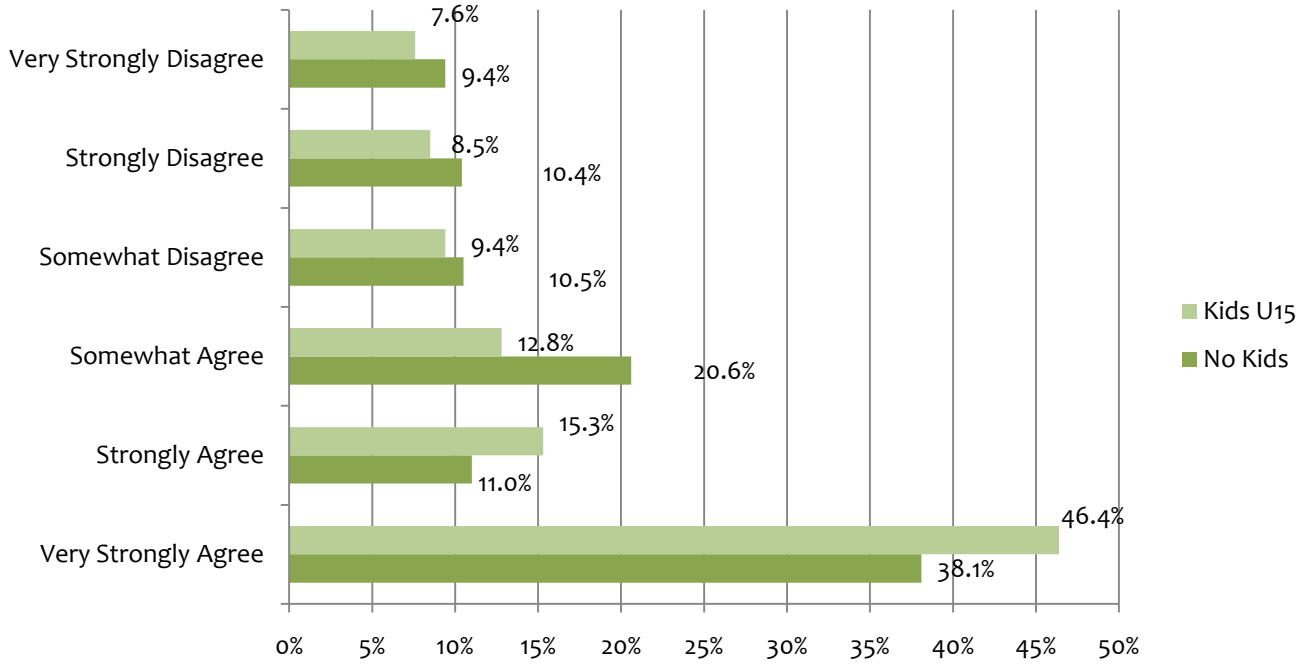


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Ward Crosstabulations



Children Crosstabulations

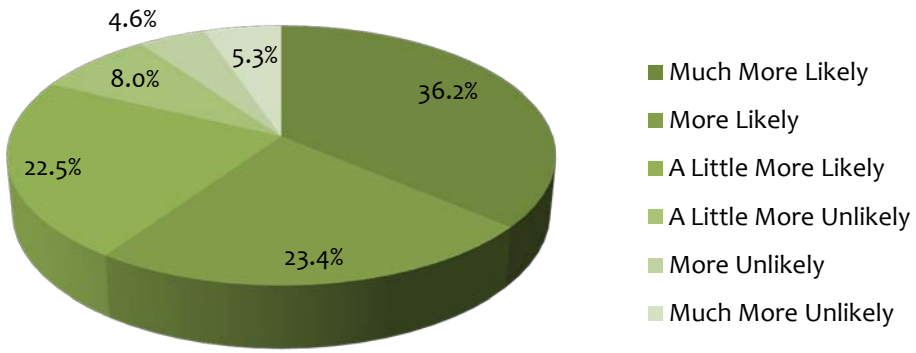


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8. If Downtown Rogers were to have a "Multi-Purpose Entertainment Venue" that would allow Rogers to host sporting events, concerts, large conventions and special children's how much more likely would you be to visit Downtown Rogers for entertainment?
 a. Press 1 for much more likely
 b. Press 2 for more likely
 c. Press 3 for a little more likely
 d. Press 4 for a little more unlikely
 e. Press 5 for more unlikely
 f. Press 6 for much more unlikely

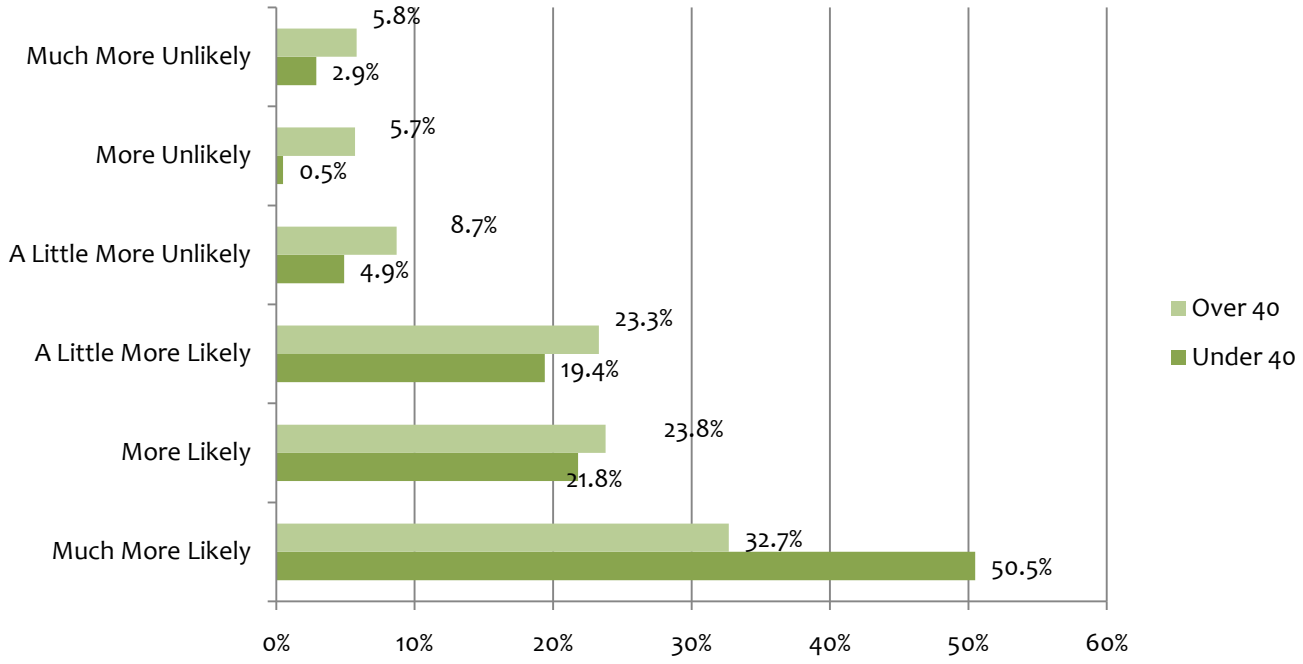
	Total	Male	Female	Under40	Over 40	Ward 1	Ward 2	Ward 3	Ward 4	No Kids	Kids U15
Much More Likely	36.2%	40.5%	33.2%	50.5%	32.7%	36.7%	37.9%	38.6%	29.4%	32.5%	49.1%
More Likely	23.4%	21.8%	24.6%	21.8%	23.8%	17.1%	22.9%	26.2%	25.0%	23.6%	22.6%
A Little More Likely	22.5%	21.3%	23.4%	19.4%	23.3%	22.1%	20.8%	21.5%	27.0%	24.2%	17.1%
A Little More Unlikely	8.0%	8.0%	8.0%	4.9%	8.7%	10.1%	8.3%	6.7%	7.8%	9.2%	3.8%
More Unlikely	4.6%	4.2%	4.8%	0.5%	5.7%	4.5%	5.8%	3.6%	4.9%	5.2%	2.6%
Much More Unlikely	5.3%	4.2%	6.0%	2.9%	5.8%	9.5%	4.3%	3.4%	5.9%	5.3%	4.8%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Topline Results
Multi-Purpose Entertainment Venue Interest

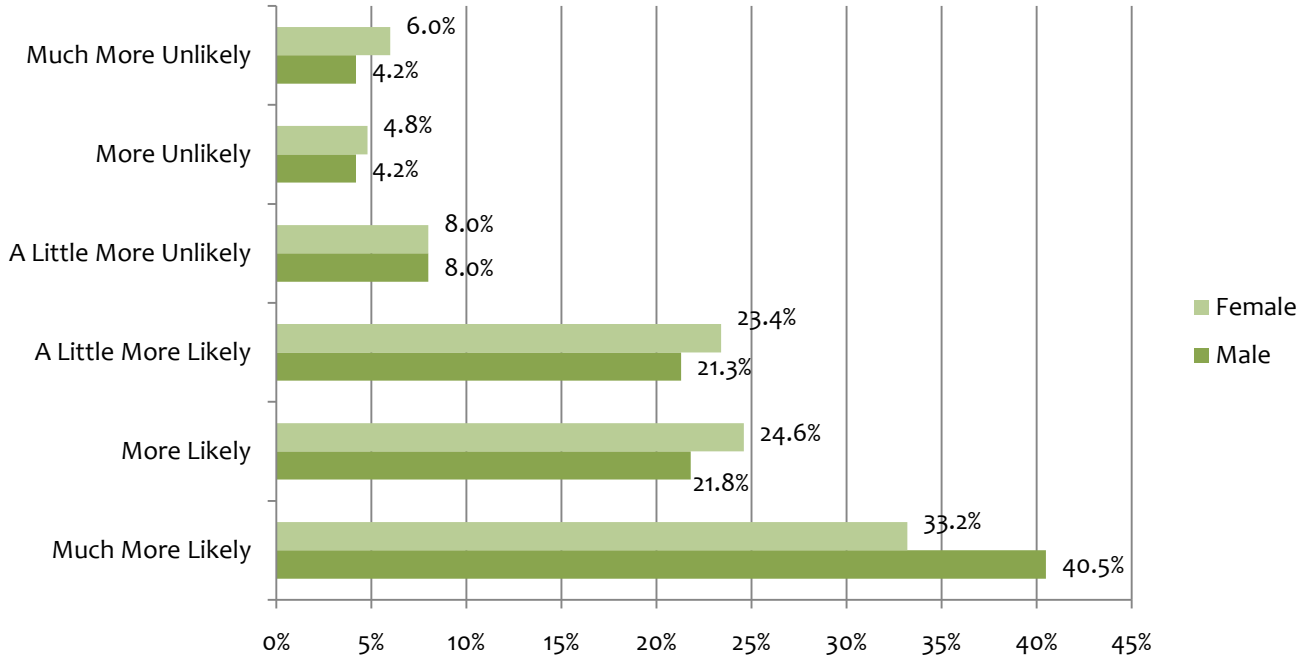


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Age Crosstabulations

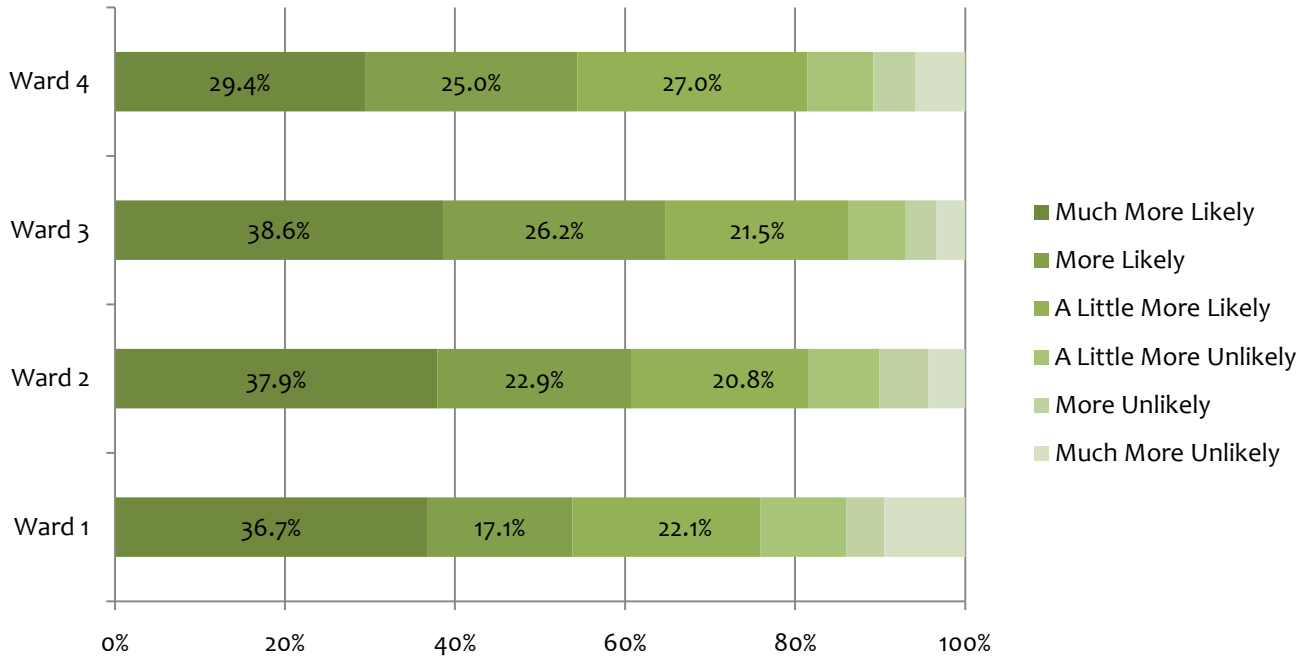


Gender Crosstabulations

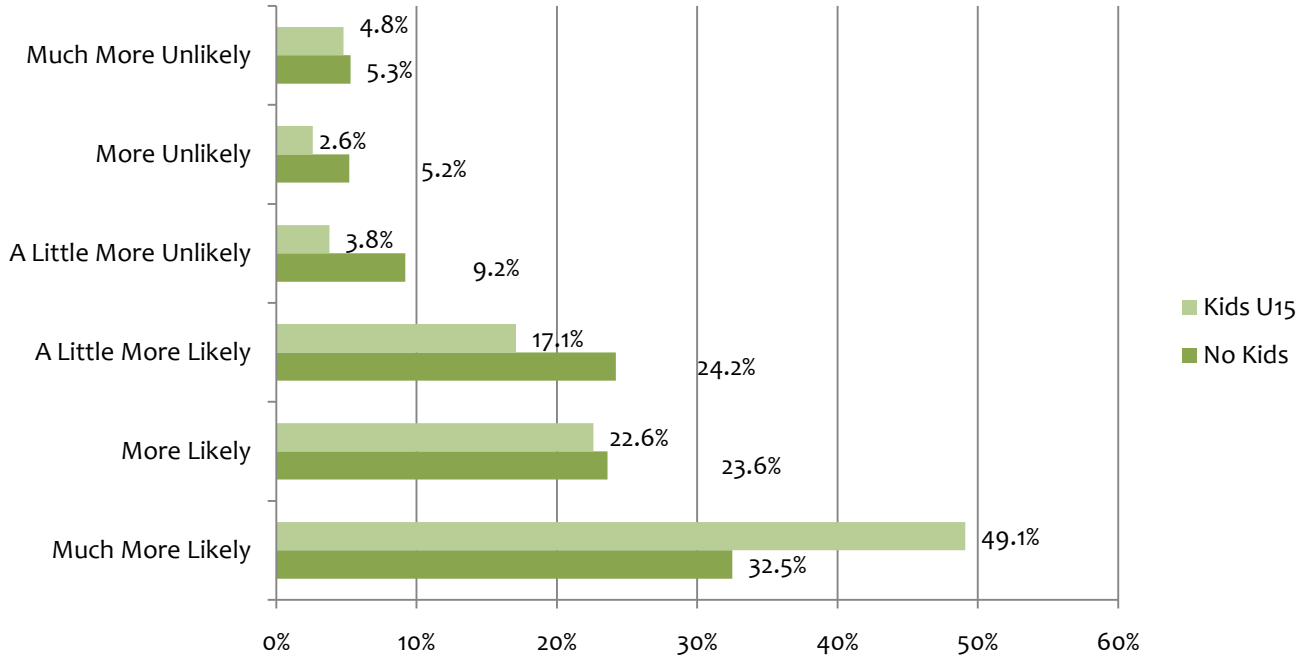


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Ward Crosstabulations



Children Crosstabulations

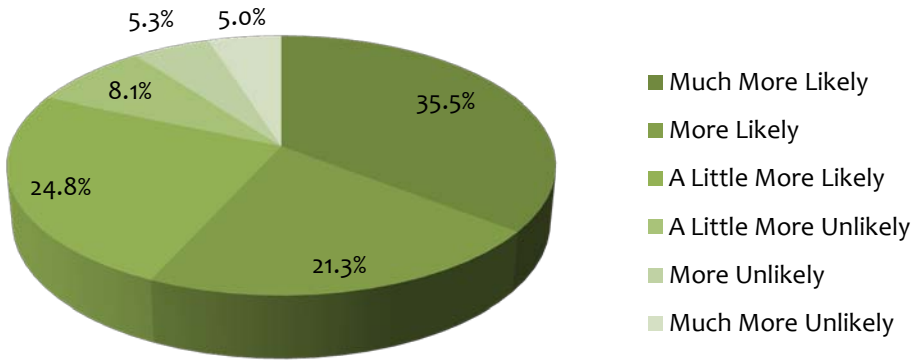


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9. If Downtown Rogers were to have a "Regional Aquarium" with educational programs for children how much more likely would you be to visit Downtown Rogers for entertainment?
 a. Press 1 for much more likely
 b. Press 2 for more likely
 c. Press 3 for a little more likely
 d. Press 4 for a little more unlikely
 e. Press 5 for more unlikely
 f. Press 6 for much more unlikely

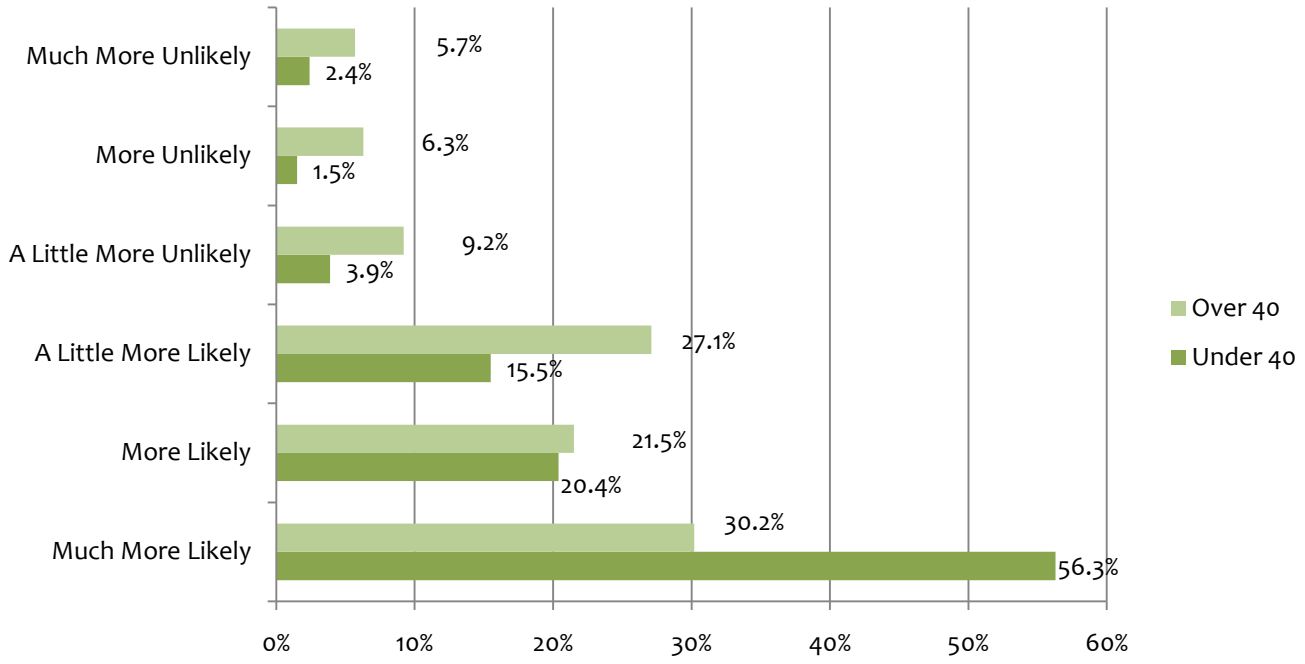
	Total	Male	Female	Under 40	Over 40	Ward 1	Ward 2	Ward 3	Ward 4	No Kids	Kids U15
Much More Likely	35.5%	35.4%	35.5%	56.3%	30.2%	34.8%	33.1%	38.3%	33.7%	30.6%	51.9%
More Likely	21.3%	20.0%	22.2%	20.4%	21.5%	23.2%	19.9%	20.8%	21.8%	21.2%	21.5%
A Little More Likely	24.8%	25.4%	24.4%	15.5%	27.1%	27.3%	27.5%	24.2%	20.3%	27.4%	15.9%
A Little More Unlikely	8.1%	8.7%	7.7%	3.9%	9.2%	6.1%	9.3%	7.0%	10.9%	9.5%	3.4%
More Unlikely	5.3%	5.6%	5.1%	1.5%	6.3%	3.5%	6.8%	5.3%	5.4%	6.0%	3.0%
Much More Unlikely	5.0%	4.9%	5.1%	2.4%	5.7%	5.1%	3.4%	4.4%	7.9%	5.3%	4.3%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Topline Results
Regional Aquarium Interest

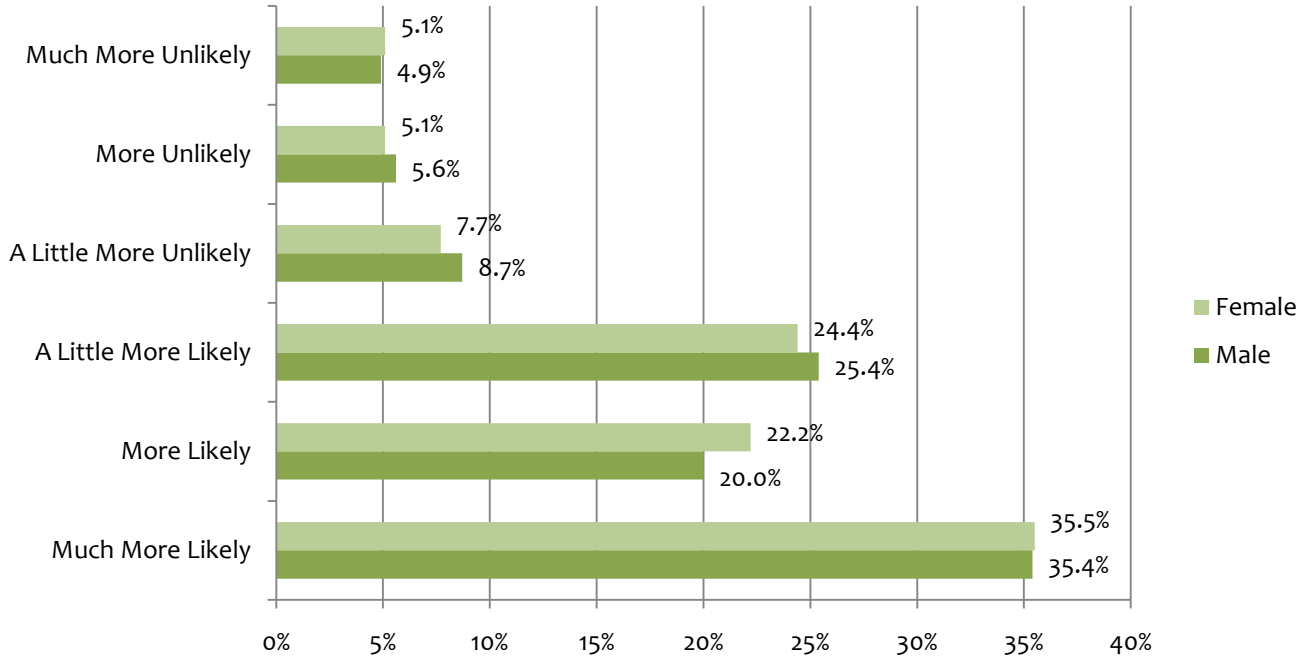


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Age Crosstabulations

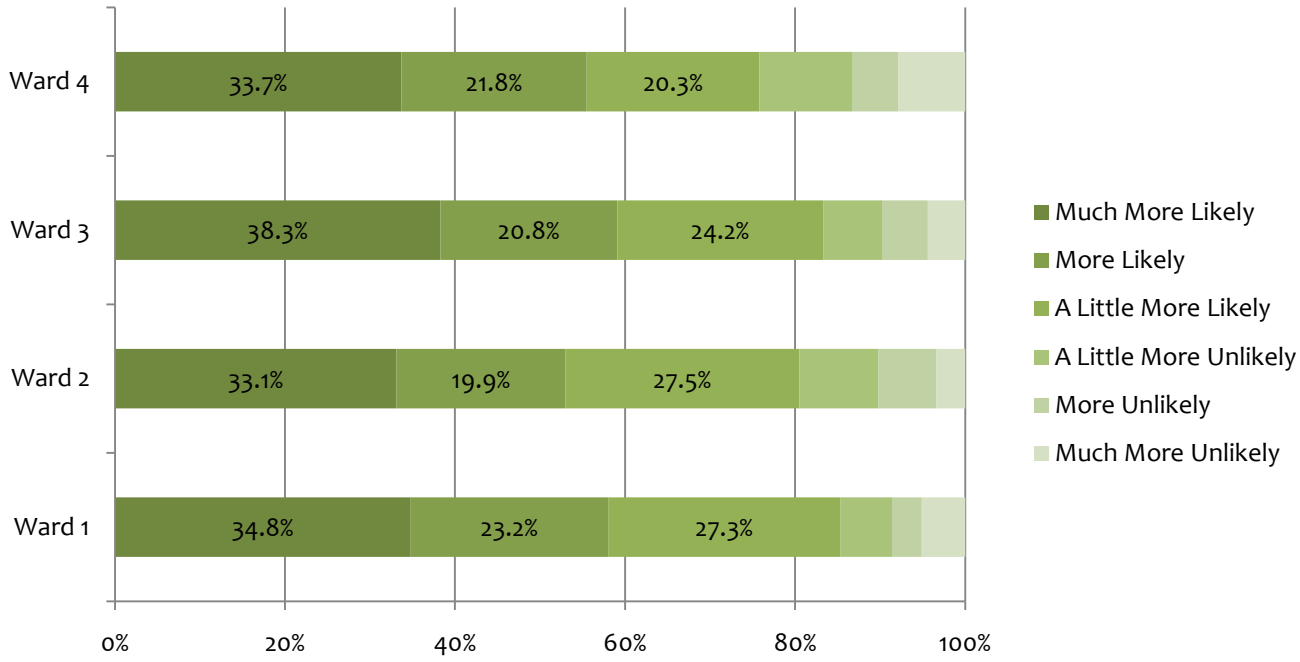


Gender Crosstabulations

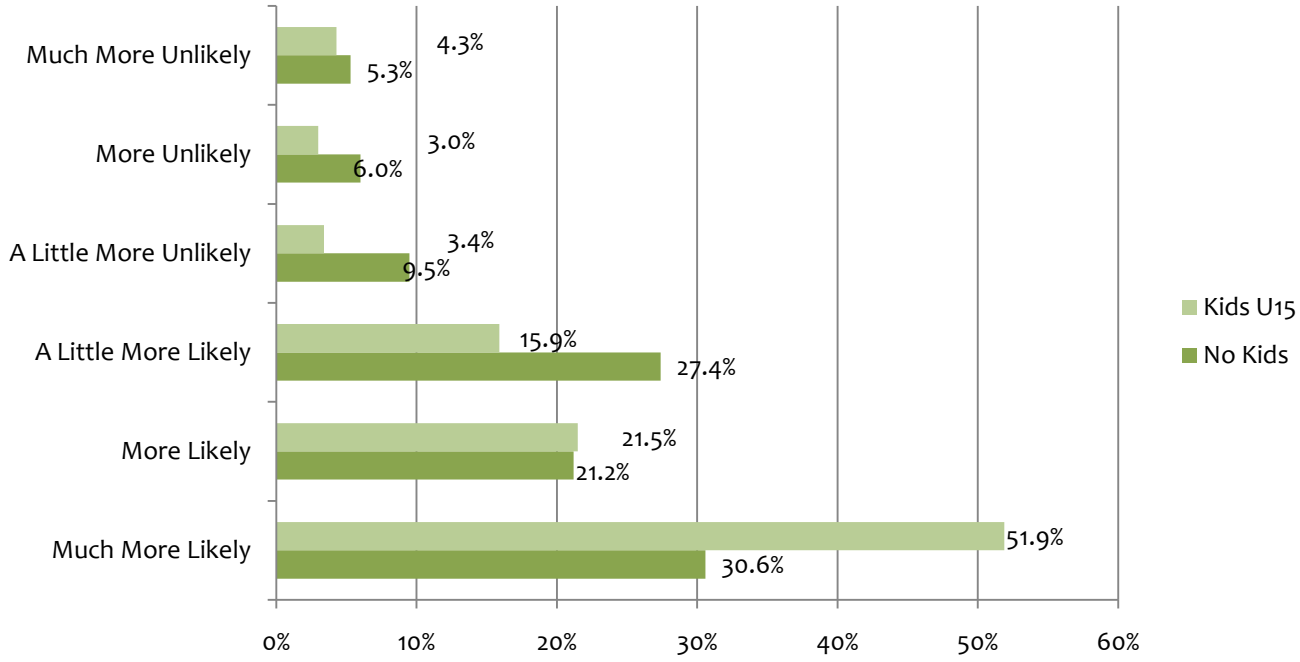


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Ward Crosstabulations



Children Crosstabulations

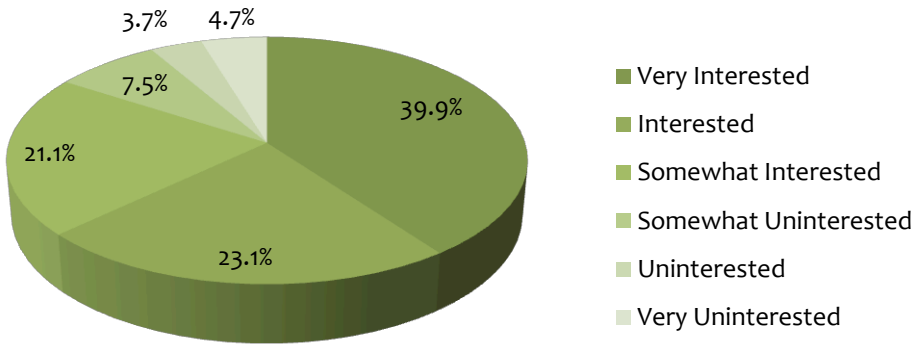


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10. Knowing that Downtown Rogers currently offers retail and dining options as well as special events; if Downtown Rogers were to acquire a "Large Water Feature," a "Live Music Venue," a "Multi-Purpose Entertainment Venue" **OR** a "Regional Aquarium" how interested would you be in visiting Downtown Rogers for entertainment?
 a. Press 1 for Very Interested
 b. Press 2 for Interested
 c. Press 3 for Somewhat Interested
 d. Press 4 for Somewhat Uninterested
 e. Press 5 for Uninterested
 f. Press 6 for Very Uninterested

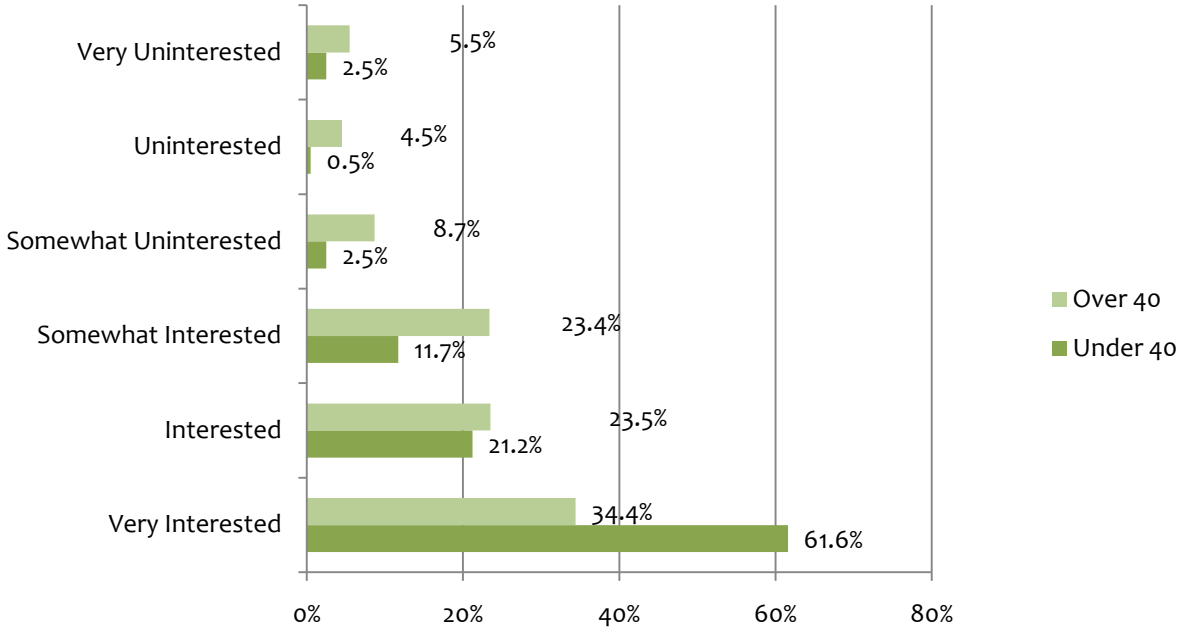
	Total	Male	Female	Under 40	Over 40	Ward 1	Ward 2	Ward 3	Ward 4	No Kids	Kids U15
Very Interested	39.9%	41.5%	39.0%	61.6%	34.4%	40.3%	35.3%	44.6%	35.8%	33.5%	61.6%
Interested	23.1%	22.3%	23.8%	21.2%	23.5%	20.4%	27.2%	21.2%	24.4%	24.6%	17.9%
Somewhat Interested	21.1%	20.6%	21.6%	11.7%	23.4%	22.4%	23.3%	20.4%	18.3%	24.2%	10.5%
Somewhat Uninterested	7.5%	7.3%	7.6%	2.5%	8.7%	8.7%	6.5%	6.4%	9.5%	8.7%	3.1%
Uninterested	3.7%	4.1%	3.4%	0.5%	4.5%	2.0%	4.3%	3.4%	5.0%	4.0%	2.6%
Very Uninterested	4.7%	4.2%	4.6%	2.5%	5.5%	6.2%	3.4%	4.0%	7.0%	5.0%	4.2%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Topline Results
Tested Attraction Interest

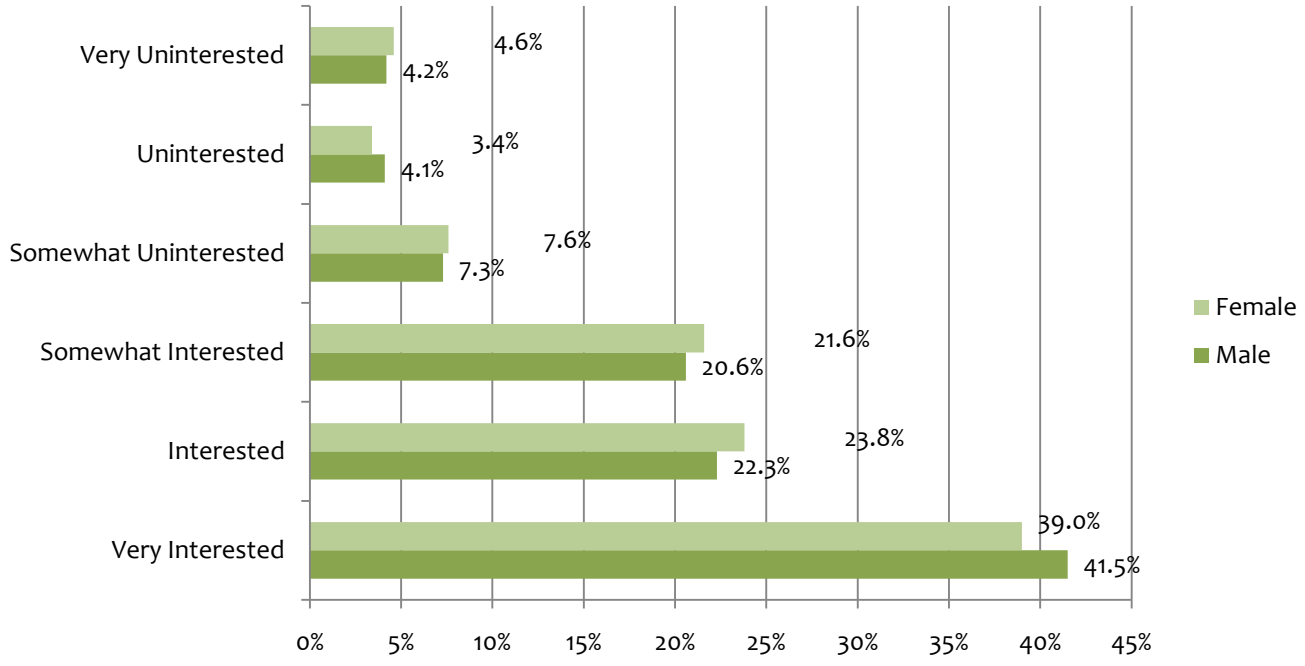


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Age Crosstabulations

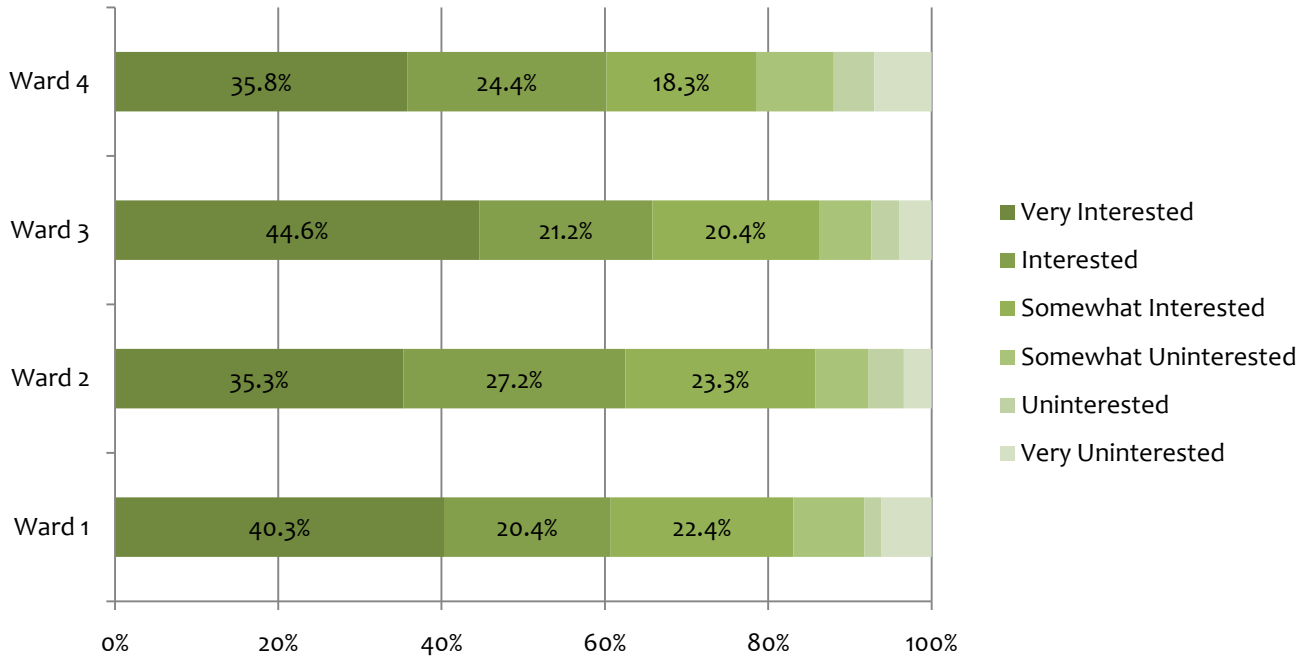


Gender Crosstabulations

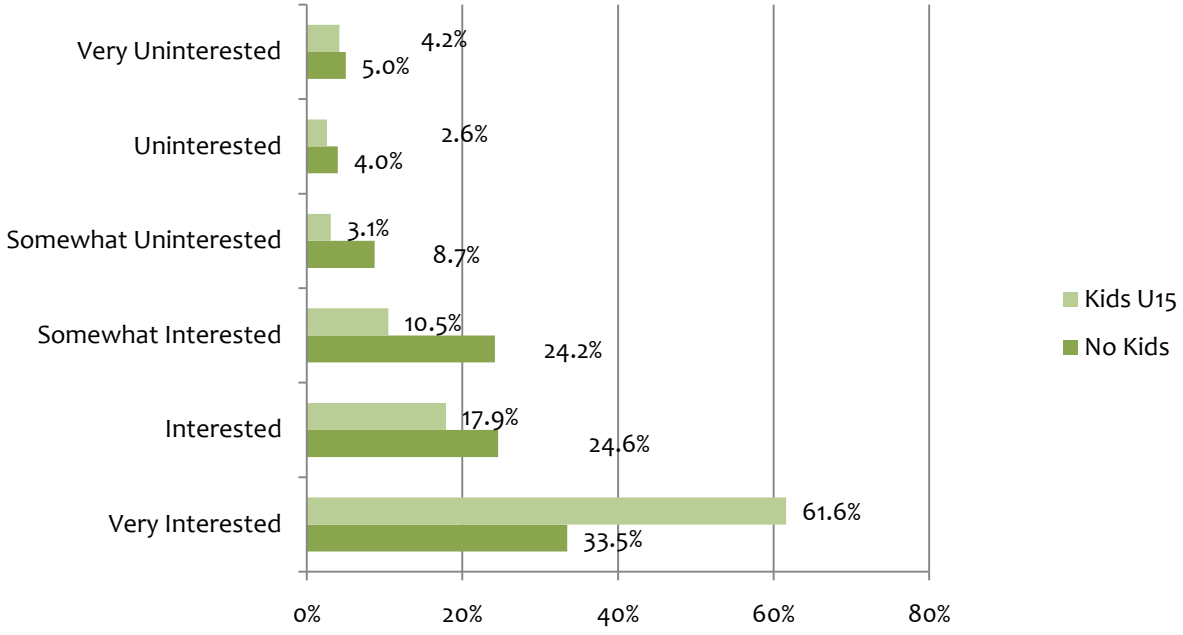


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Ward Crosstabulations

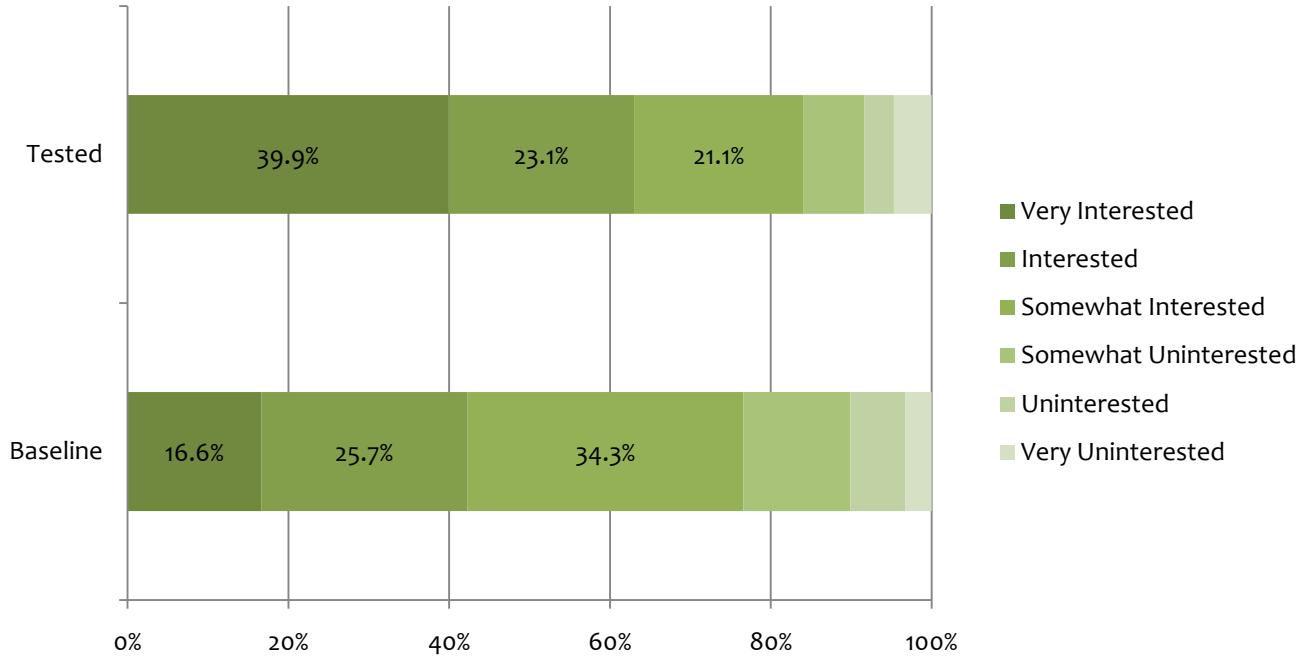


Children Crosstabulations



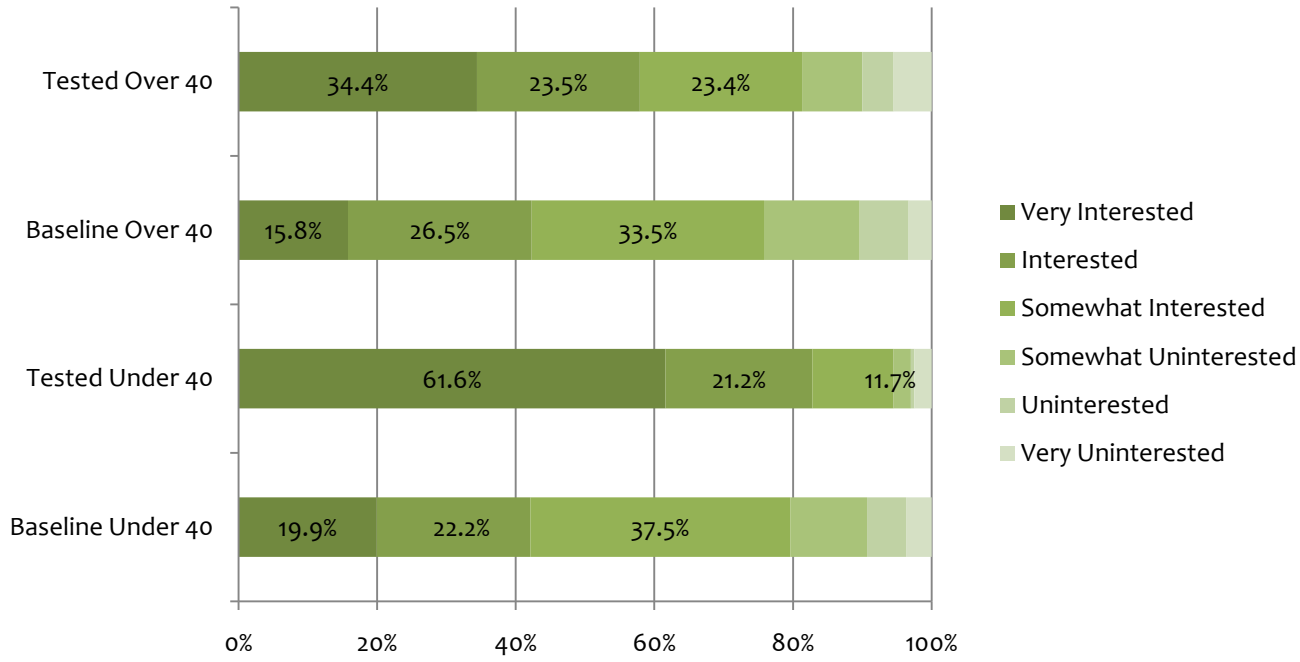
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Topline Results
Downtown Rogers for Entertainment
Baseline Entertainment vs. Tested Entertainment

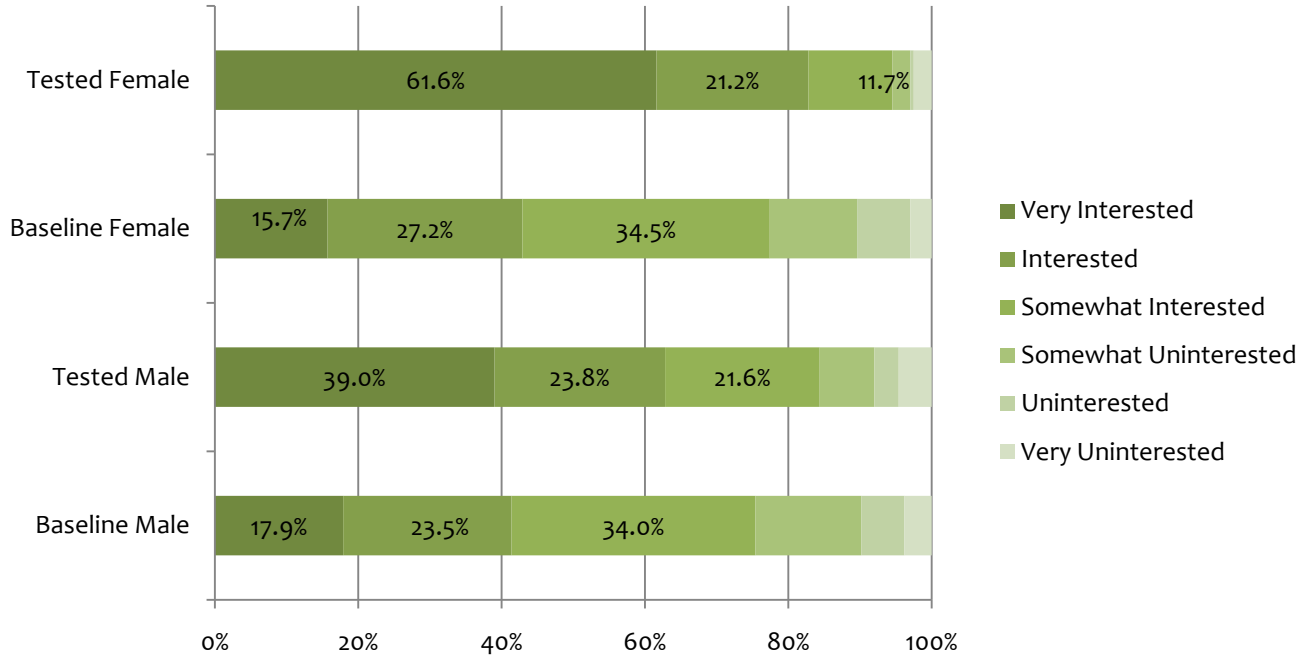


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Age Crosstabulations

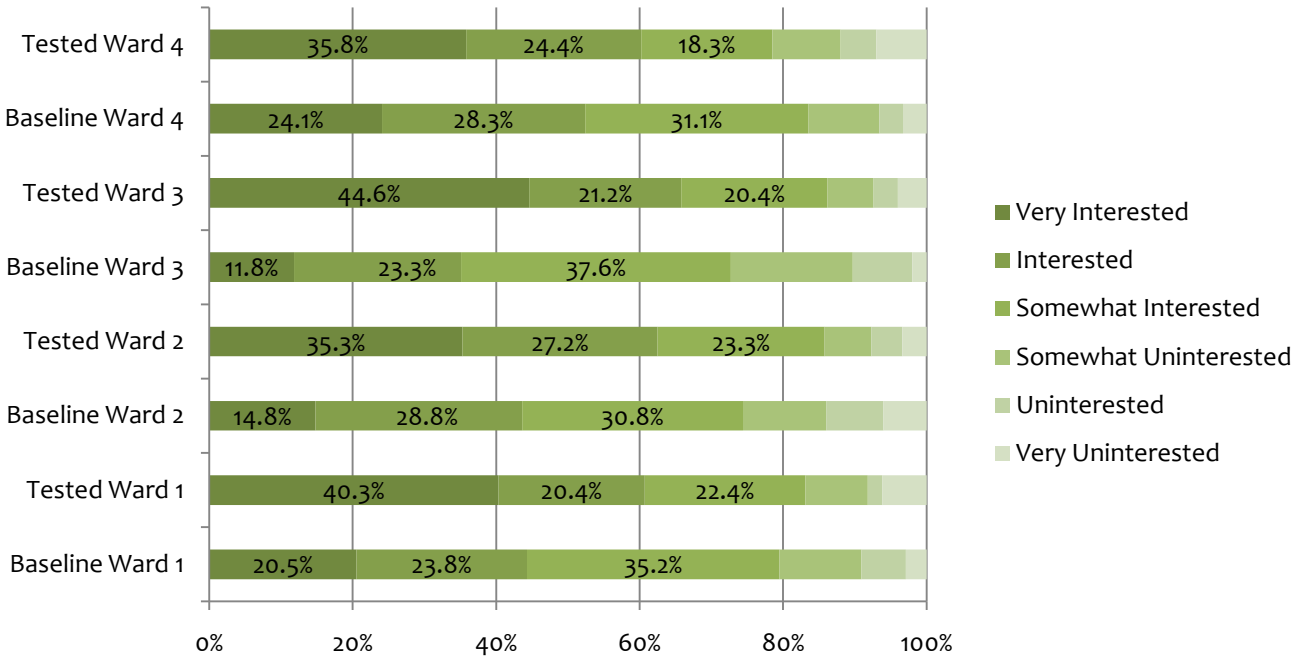


Gender Crosstabulations

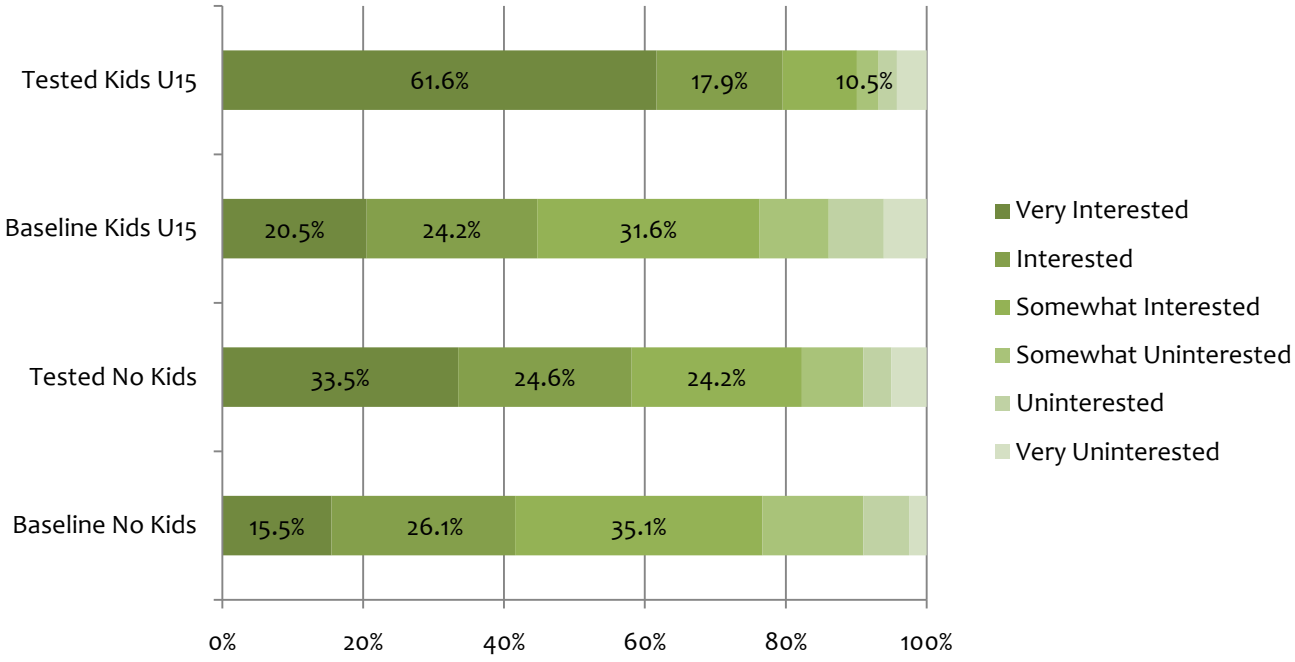


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Ward Crosstabulations



Children Crosstabulations



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COMMUNICATIONS GROUP

Mitchell Communications Group, Inc.

2 North College Avenue

Post Office Box 1975

Fayetteville, Arkansas 72702

479-443-4673

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